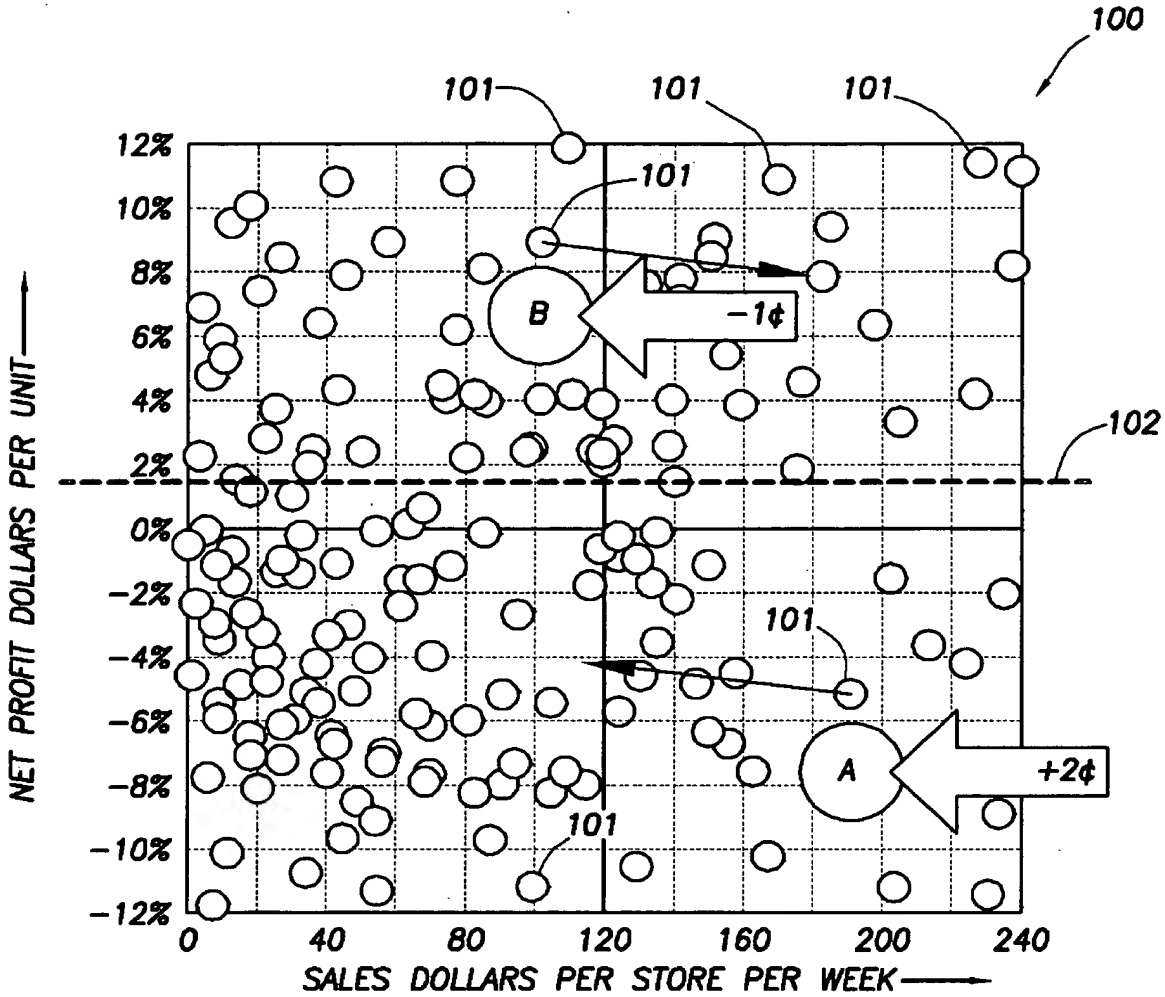

100
101
101
101
101
101
12%
10%
8%
6%
4%
2%
0%
-2%
-4%
-6%
-8%
-10%
-12%
B
-1¢
102
101
A
+2¢
101
0
40
80
120
160
200
240
NET PROFIT DOLLARS PER UNIT
SALES DOLLARS PER STORE PER WEEK

FIG. 1

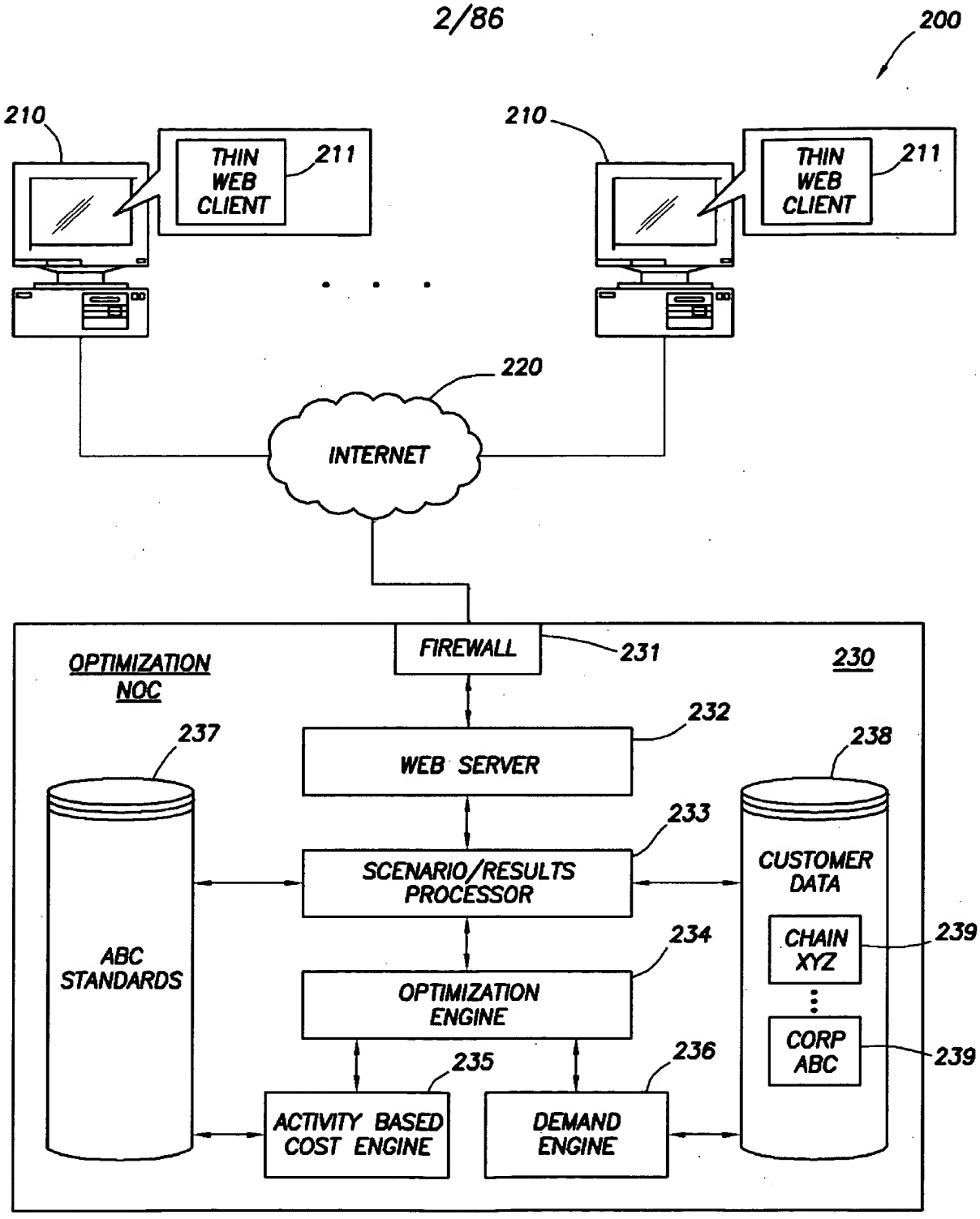

200
210
THIN WEB CLIENT
211
210
THIN WEB CLIENT
211
220
INTERNET
OPTIMIZATION NOC
FIREWALL
231
230
232
WEB SERVER
237
238
233
SCENARIO/RESULTS PROCESSOR
CUSTOMER DATA
ABC STANDARDS
234
OPTIMIZATION ENGINE
CHAIN XYZ
239
CORP ABC
239
235
236
ACTIVITY BASED COST ENGINE
DEMAND ENGINE

FIG.2

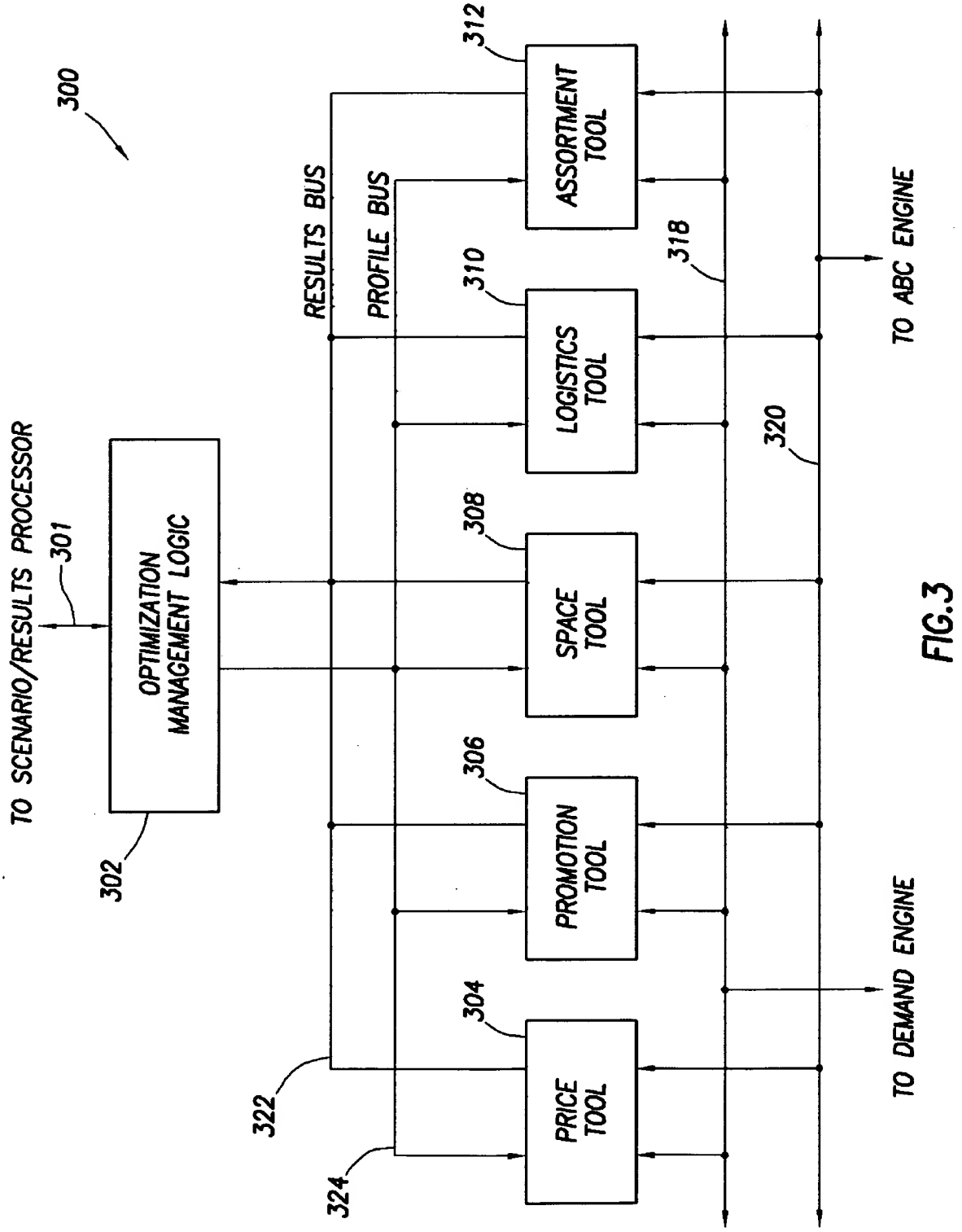

300
312
ASSORTMENT TOOL
RESULTS BUS
PROFILE BUS
310
LOGISTICS TOOL
318
TO ABC ENGINE
320
308
SPACE TOOL
TO SCENARIO/RESULTS PROCESSOR
301
OPTIMIZATION MANAGEMENT LOGIC
306
PROMOTION TOOL
302
304
322
PRICE TOOL
324
TO DEMAND ENGINE

FIG.3

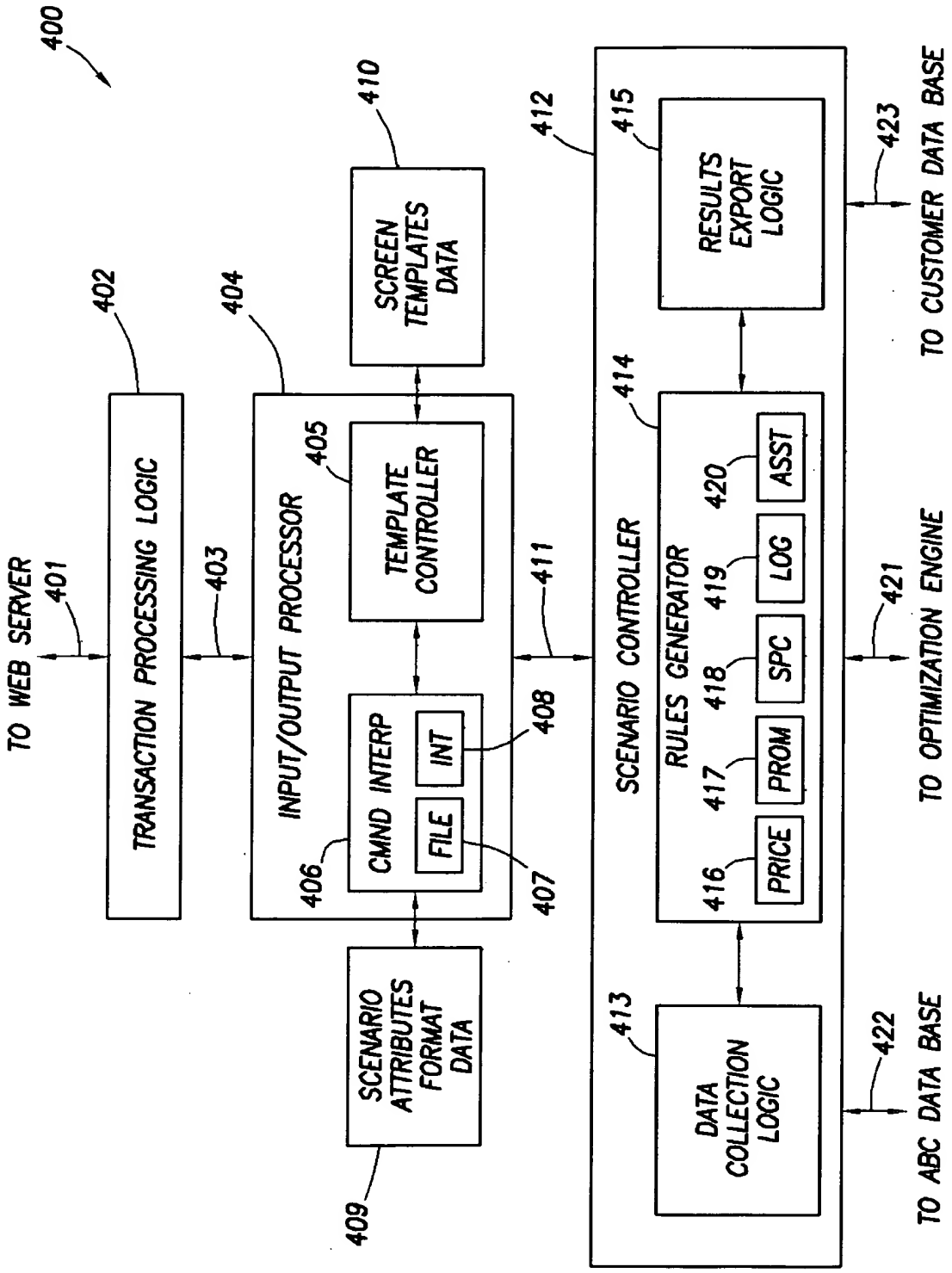
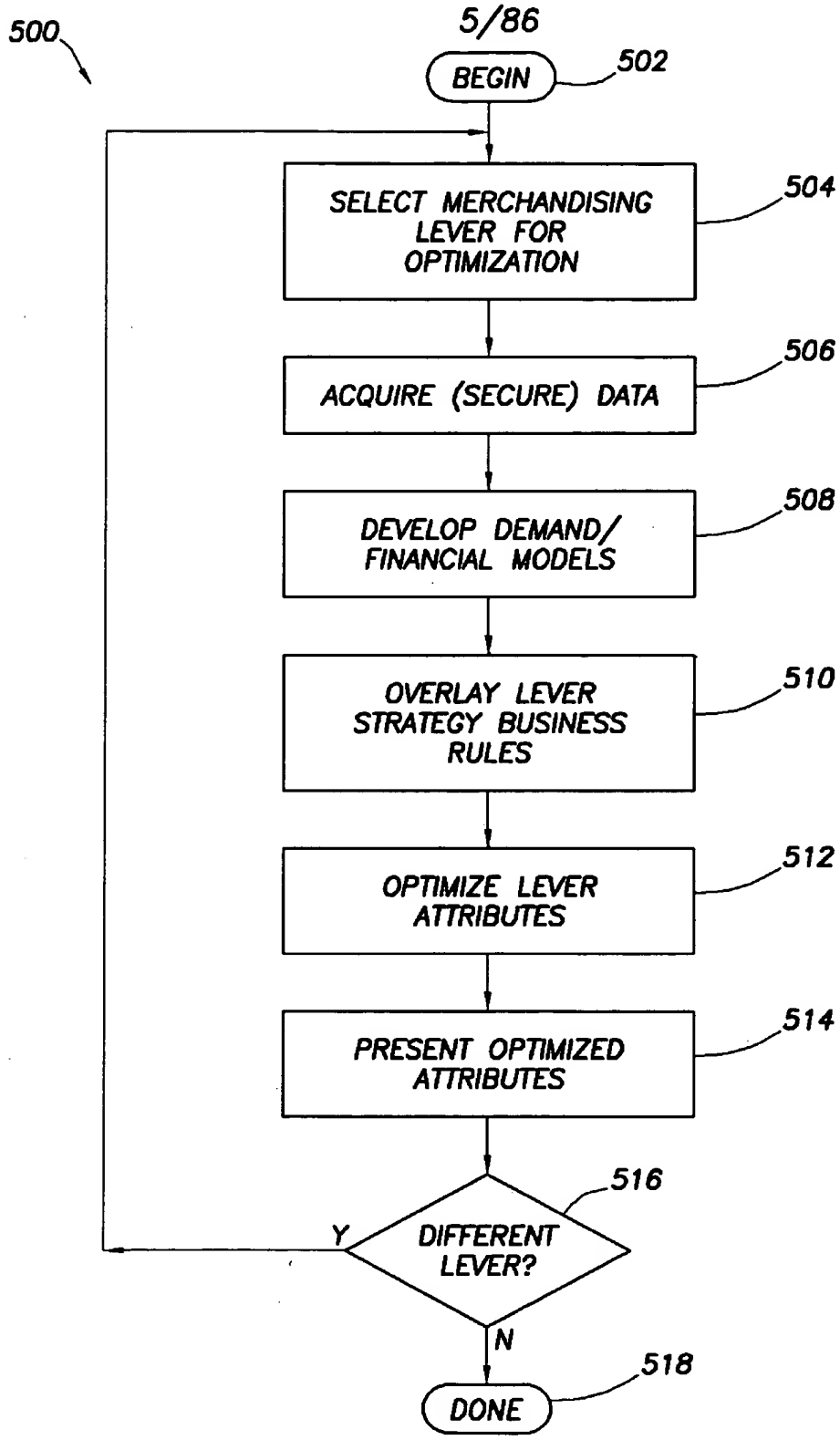

400
TO WEB SERVER
401
TRANSACTION PROCESSING LOGIC
402
403
INPUT/OUTPUT PROCESSOR
404
TEMPLATE CONTROLLER
405
SCREEN TEMPLATES DATA
410
CMND INTERP
406
FILE
407
INT
408
SCENARIO ATTRIBUTES FORMAT DATA
409
411
SCENARIO CONTROLLER
412
RULES GENERATOR
414
RESULTS EXPORT LOGIC
415
TO CUSTOMER DATA BASE
423
PRICE
416
PROM
417
SPC
418
LOG
419
ASST
420
TO OPTIMIZATION ENGINE
421
DATA COLLECTION LOGIC
413
TO ABC DATA BASE
422

FIG.4

FIG.5


500
BEGIN
502
SELECT MERCHANDISING LEVER FOR OPTIMIZATION
504
ACQUIRE (SECURE) DATA
506
DEVELOP DEMAND/ FINANCIAL MODELS
508
OVERLAY LEVER STRATEGY BUSINESS RULES
510
OPTIMIZE LEVER ATTRIBUTES
512
PRESENT OPTIMIZED ATTRIBUTES
514
DIFFERENT LEVER?
516
Y
N
DONE
518

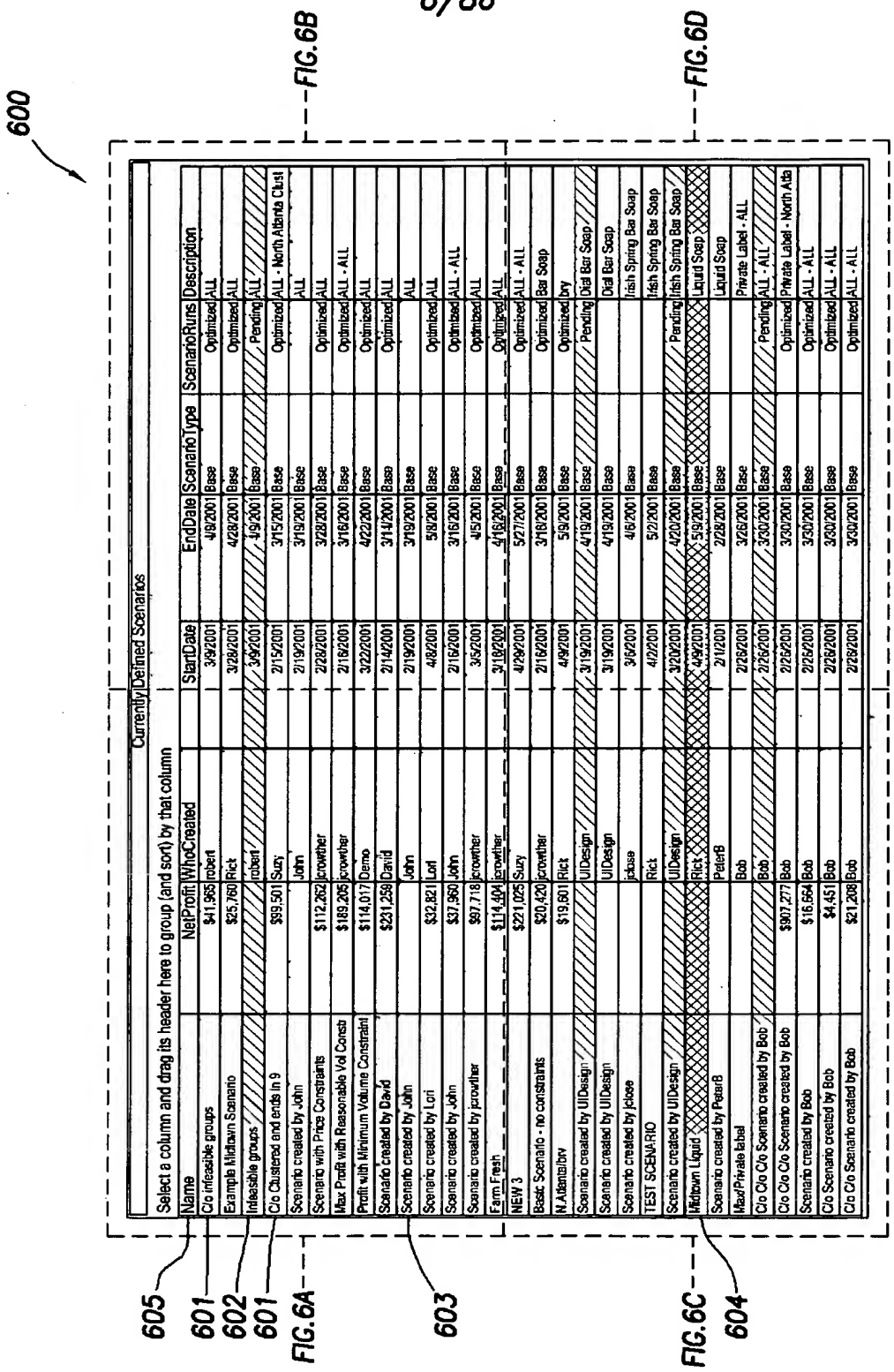

600
FIG.6B
FIG.6D
Currently Defined Scenarios
Select a column and drag its header here to group (and sort) by that column
Name
NetProfit
WhoCreated
StartDate
EndDate
ScenarioType
ScenarioRuns
Description
C/o infeasible groups $41,965 robert 3/9/2001 4/9/2001 Base Optimized ALL
Example Midtown Scenario $25,760 Rick 3/28/2001 4/28/2001 Base Optimized ALL
Infeasible groups robert 3/9/2001 4/9/2001 Base Pending ALL
C/o Clustered and ends in 9 $99,501 Suzy 2/15/2001 3/15/2001 Base Optimized ALL - North Atlanta Clust
Scenario created by John John 2/19/2001 3/19/2001 Base ALL
Scenario with Price Constraints $112,262 jcrowther 2/28/2001 3/28/2001 Base Optimized ALL
Max Profit with Reasonable Vol Consts $189,205 jcrowther 2/16/2001 3/16/2001 Base Optimized ALL - ALL
Profit with Minimum Volume Constraint $114,017 Demo 3/22/2001 4/22/2001 Base Optimized ALL
Scenario created by David $231,259 David 2/14/2001 3/14/2001 Base Optimized ALL
Scenario created by John John 2/19/2001 3/19/2001 Base ALL
Scenario created by Lori $32,821 Lori 4/8/2001 5/8/2001 Base Optimized ALL
Scenario created by John $37,960 John 2/16/2001 3/16/2001 Base Optimized ALL - ALL
Scenario created by jcrowther $97,718 jcrowther 3/5/2001 4/5/2001 Base Optimized ALL
Farm Fresh $114,404 jcrowther 3/16/2001 4/16/2001 Base Optimized ALL
NEW 3 $221,025 Suzy 4/29/2001 5/27/2001 Base Optimized ALL - ALL
Basic Scenario - no constraints $20,420 jcrowther 2/16/2001 3/16/2001 Base Optimized Bar Soap
N Atlanta/brv $19,801 Rick 4/9/2001 5/9/2001 Base Optimized brv
Scenario created by UIDesign UIDesign 3/19/2001 4/19/2001 Base Pending Dial Bar Soap
Scenario created by UIDesign UIDesign 3/19/2001 4/19/2001 Base Dial Bar Soap
Scenario created by jcbse jcbse 3/6/2001 4/6/2001 Base Irish Spring Bar Soap
TEST SCENARIO Rick 4/2/2001 5/2/2001 Base Irish Spring Bar Soap
Scenario created by UIDesign UIDesign 3/20/2001 4/20/2001 Base Pending Irish Spring Bar Soap
Midtown Liquid Rick 4/9/2001 5/9/2001 Base Liquid Soap
Scenario created by PeterB PeterB 2/1/2001 2/28/2001 Base Liquid Soap
Maui Private label Bob 2/28/2001 3/26/2001 Base Private Label - ALL
C/o C/o C/o Scenario created by Bob Bob 2/26/2001 3/30/2001 Base Pending ALL - ALL
C/o C/o C/o Scenario created by Bob $907,277 Bob 2/26/2001 3/30/2001 Base Optimized Private Label - North Atla
Scenario created by Bob $16,664 Bob 2/26/2001 3/30/2001 Base Optimized ALL - ALL
C/o Scenario created by Bob $4,451 Bob 2/28/2001 3/30/2001 Base Optimized ALL - ALL
C/o C/o Scenario created by Bob $21,208 Bob 2/28/2001 3/30/2001 Base Optimized ALL - ALL
605
601
602
601
603
604
FIG.6A
FIG.6C

FIG.6

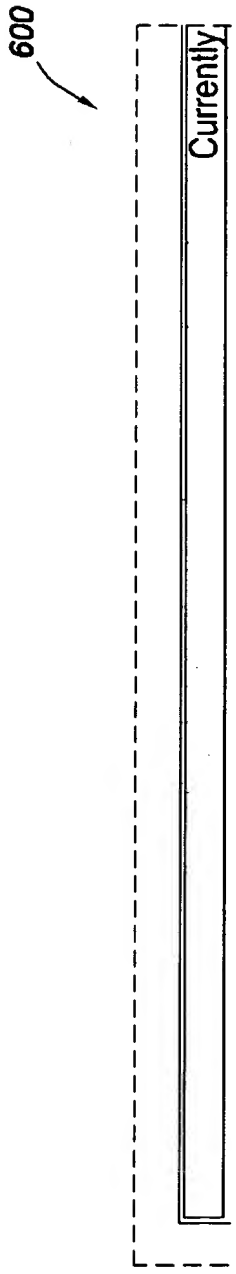
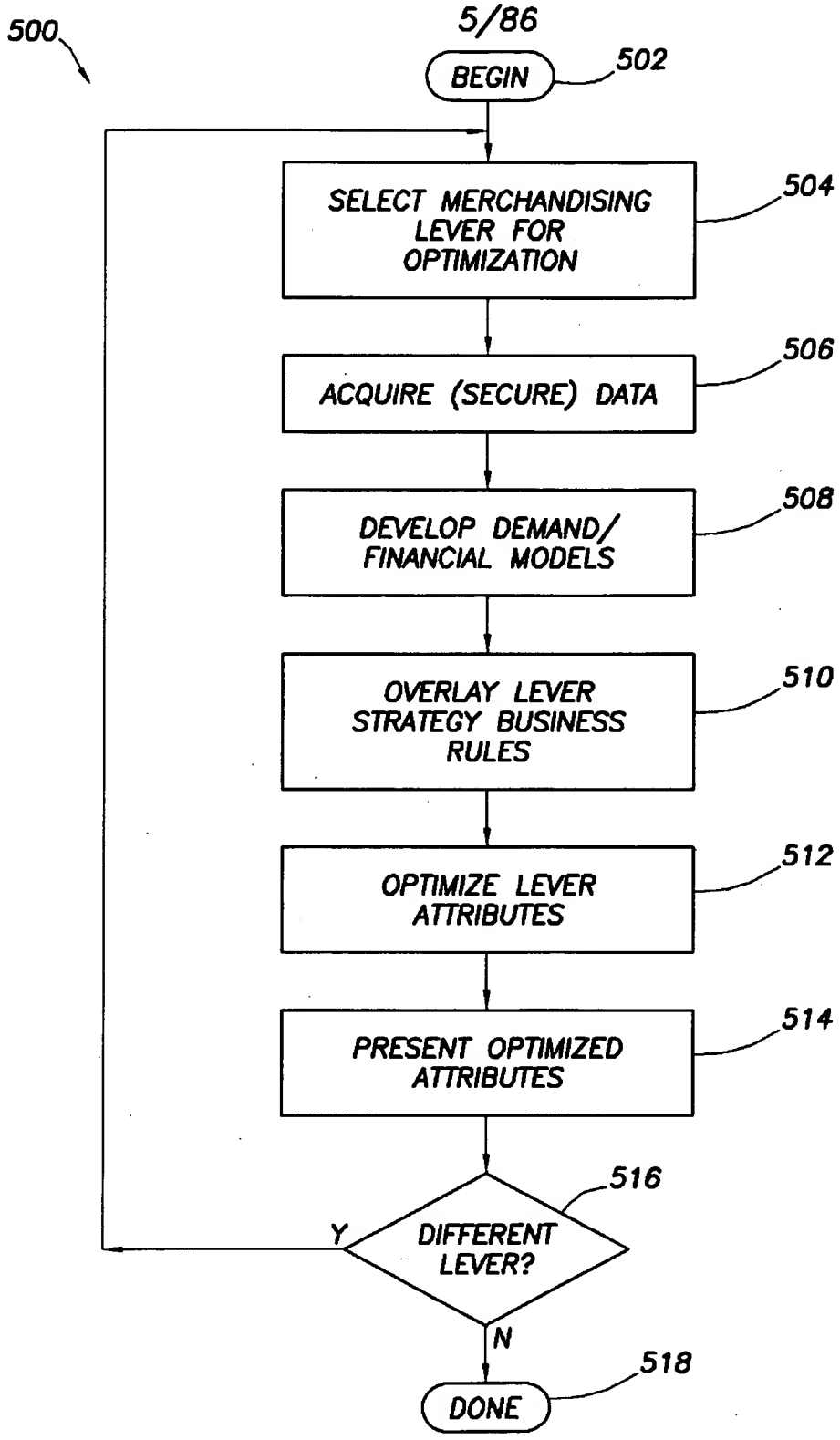

600
Currently

FIG.5


500
BEGIN
502
SELECT MERCHANDISING LEVER FOR OPTIMIZATION
504
ACQUIRE (SECURE) DATA
506
DEVELOP DEMAND/ FINANCIAL MODELS
508
OVERLAY LEVER STRATEGY BUSINESS RULES
510
OPTIMIZE LEVER ATTRIBUTES
512
PRESENT OPTIMIZED ATTRIBUTES
514
DIFFERENT LEVER?
516
Y
N
DONE
518

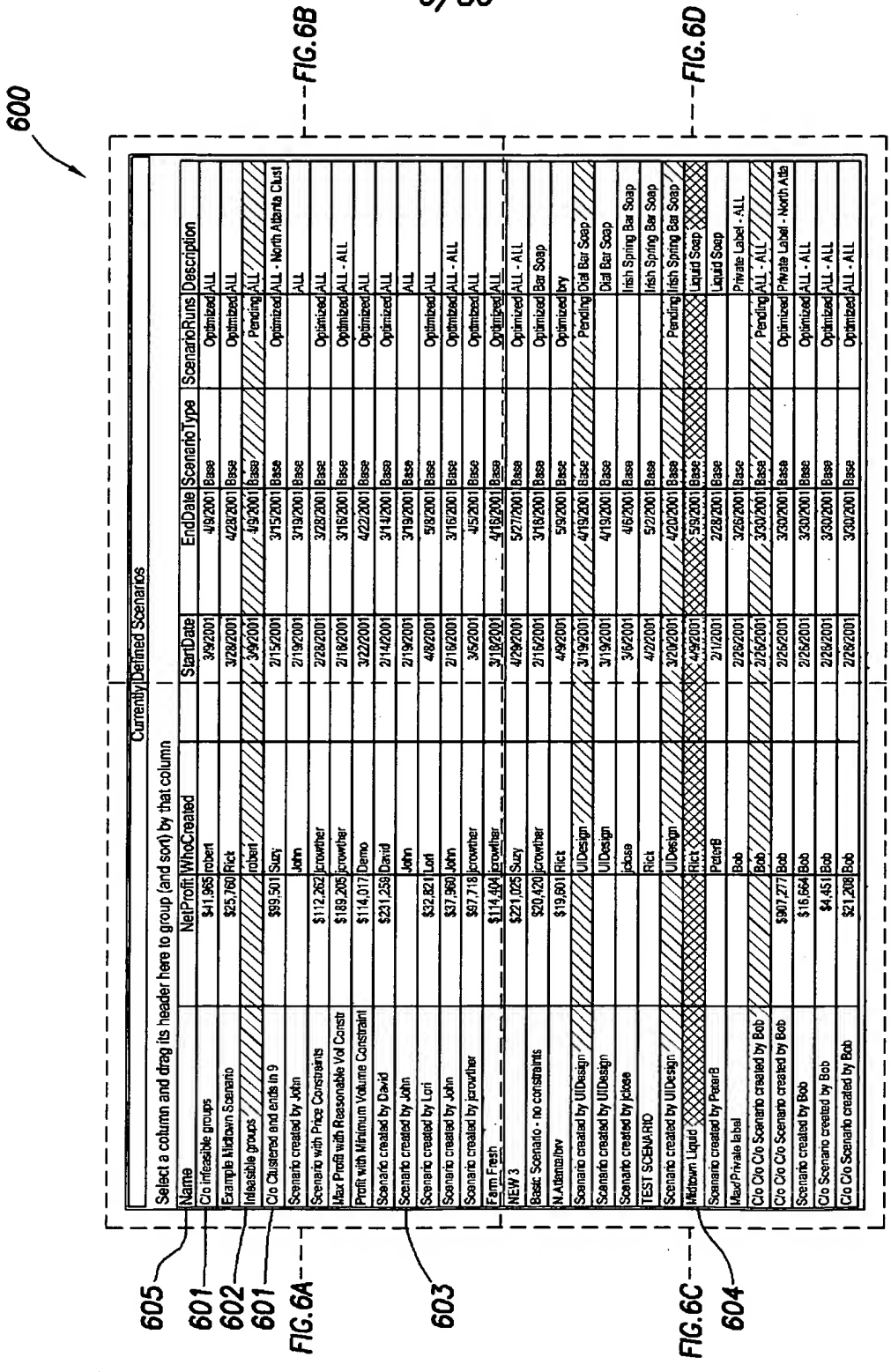

600
FIG.6B
FIG.6D
Currently Defined Scenarios
Select a column and drag its header here to group (and sort) by that column
Name
NetProfit
WhoCreated
StartDate
EndDate
ScenarioType
ScenarioRuns
Description
C/o infeasible groups
$41,965
robert
3/9/2001
4/9/2001
Base
Optimized
ALL
Example Midtown Scenario
$25,760
Rick
3/28/2001
4/28/2001
Base
Optimized
ALL
Infeasible groups
robert
3/9/2001
4/9/2001
Base
Pending
ALL
C/o Clustered and ends in 9
$99,501
Suzy
2/15/2001
3/15/2001
Base
Optimized
ALL - North Atlantic Clust
Scenario created by John
John
2/19/2001
3/19/2001
Base
ALL
Scenario with Price Constraints
$112,262
jcrowther
2/28/2001
3/28/2001
Base
Optimized
ALL
Max Profit with Reasonable Vol Constr
$189,205
jcrowther
2/16/2001
3/16/2001
Base
Optimized
ALL - ALL
Profit with Minimum Volume Constraint
$114,017
Demo
3/22/2001
4/22/2001
Base
Optimized
ALL
Scenario created by David
$231,258
David
2/14/2001
3/14/2001
Base
Optimized
ALL
Scenario created by John
John
2/19/2001
3/19/2001
Base
ALL
Scenario created by Lori
$32,821
Lori
4/8/2001
5/8/2001
Base
Optimized
ALL
Scenario created by John
$37,960
John
2/16/2001
3/16/2001
Base
Optimized
ALL - ALL
Scenario created by jcrowther
$67,718
jcrowther
3/5/2001
4/5/2001
Base
Optimized
ALL
Farm Fresh
$114,404
jcrowther
3/19/2001
4/19/2001
Base
Optimized
ALL
NEW 3
$221,025
Suzy
4/29/2001
5/27/2001
Base
Optimized
ALL - ALL
Basic Scenario - no constraints
$20,420
jcrowther
2/16/2001
3/16/2001
Base
Optimized
Bar Soap
N Atlantic/bw
$19,601
Rick
4/9/2001
5/9/2001
Base
Optimized
bw
Scenario created by UIDesign
UIDesign
3/19/2001
4/19/2001
Base
Pending
Dial Bar Soap
Scenario created by UIDesign
UIDesign
3/19/2001
4/19/2001
Base
Dial Bar Soap
Scenario created by jclose
jclose
3/6/2001
4/6/2001
Base
Irish Spring Bar Soap
TEST SCENARIO
Rick
4/2/2001
5/2/2001
Base
Irish Spring Bar Soap
Scenario created by UIDesign
UIDesign
3/28/2001
4/28/2001
Base
Pending
Irish Spring Bar Soap
Midtown Liquid
Rick
4/9/2001
5/9/2001
Base
Liquid Soap
Scenario created by PeterB
PeterB
2/1/2001
2/28/2001
Base
Liquid Soap
Max/Private label
Bob
2/28/2001
3/26/2001
Base
Private Label - ALL
C/o C/o C/o Scenario created by Bob
Bob
2/26/2001
3/30/2001
Base
Pending
ALL - ALL
C/o C/o C/o Scenario created by Bob
$907,277
Bob
2/26/2001
3/30/2001
Base
Optimized
Private Label - North Atla
Scenario created by Bob
$16,664
Bob
2/26/2001
3/30/2001
Base
Optimized
ALL - ALL
C/o Scenario created by Bob
$4,451
Bob
2/28/2001
3/30/2001
Base
Optimized
ALL - ALL
C/o C/o Scenario created by Bob
$21,208
Bob
2/28/2001
3/30/2001
Base
Optimized
ALL - ALL
605
601
602
601
603
604
FIG.6A
FIG.6C

FIG.6

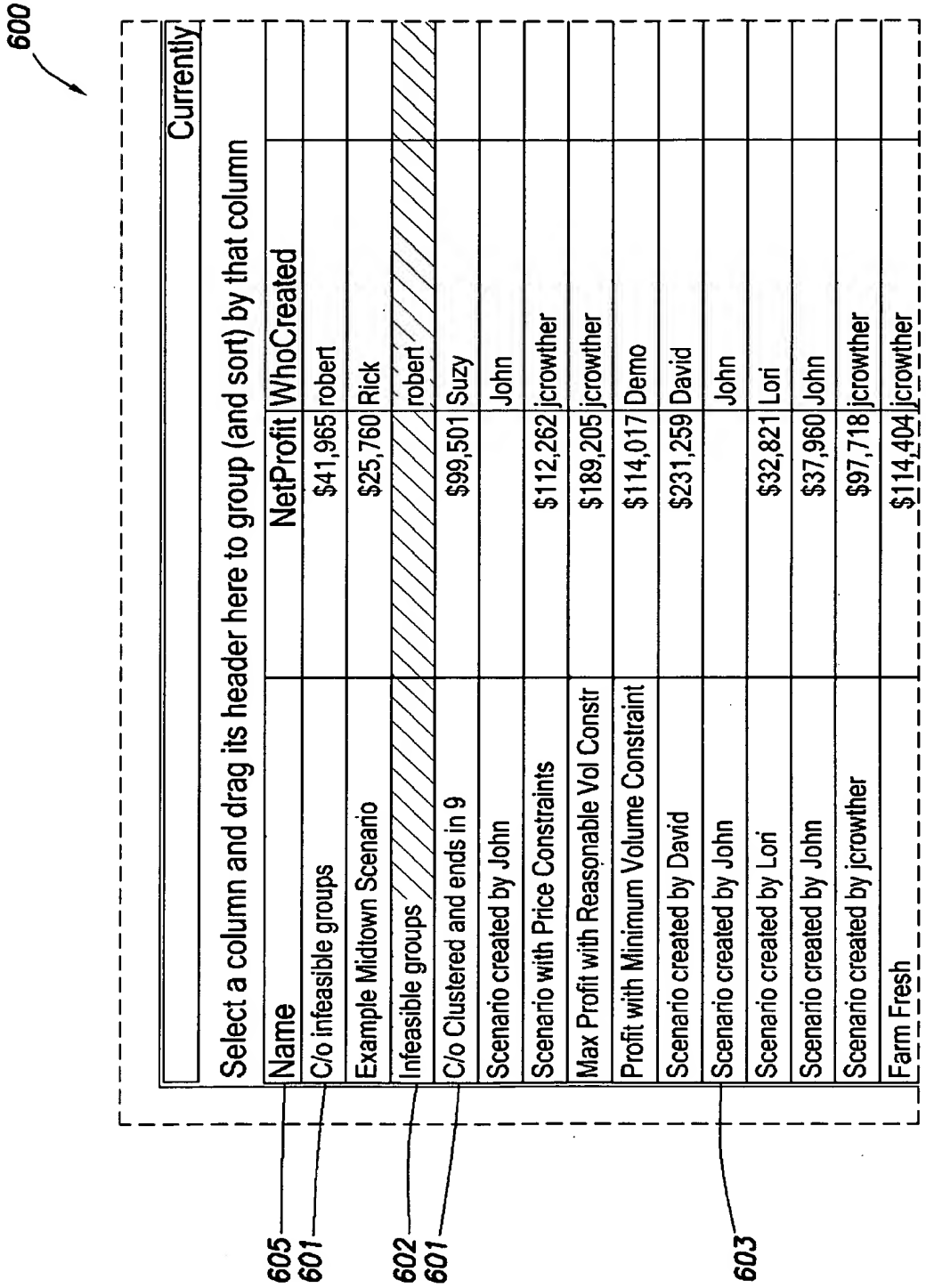

600
Currently
Select a column and drag its header here to group (and sort) by that column
Name
NetProfit
WhoCreated
C/o infeasible groups
$41,965
robert
Example Midtown Scenario
$25,760
Rick
Infeasible groups
robert
C/o Clustered and ends in 9
$99,501
Suzy
Scenario created by John
John
Scenario with Price Constraints
$112,262
jcrowther
Max Profit with Reasonable Vol Constr
$189,205
jcrowther
Profit with Minimum Volume Constraint
$114,017
Demo
Scenario created by David
$231,259
David
Scenario created by John
John
Scenario created by Lori
$32,821
Lori
Scenario created by John
$37,960
John
Scenario created by jcrowther
$97,718
jcrowther
Farm Fresh
$114,404
jcrowther
605
601
602
601
603

FIG. 6A

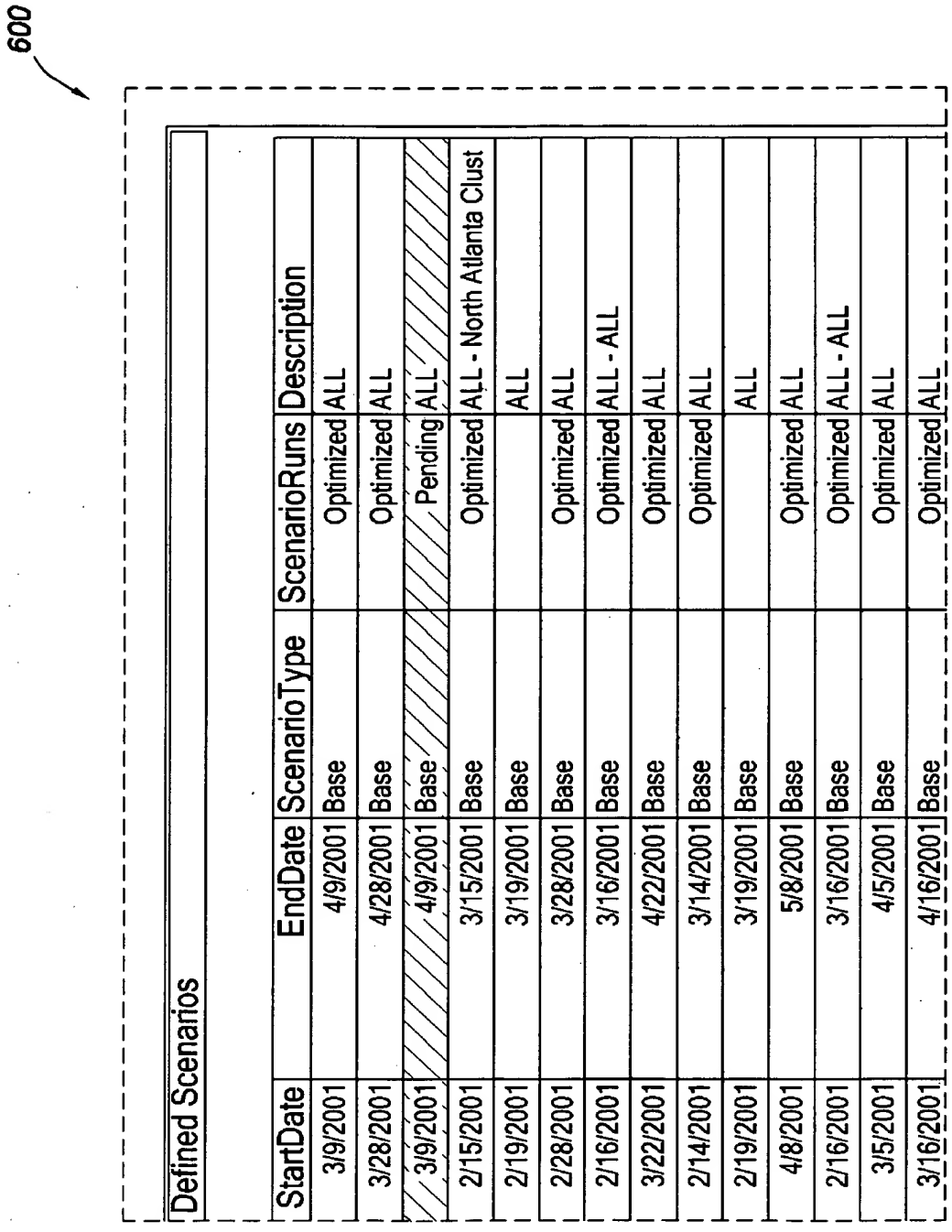

600
Defined Scenarios
StartDate
EndDate
ScenarioType
ScenarioRuns
Description
3/9/2001 4/9/2001 Base Optimized ALL
3/28/2001 4/28/2001 Base Optimized ALL
3/9/2001 4/9/2001 Base Pending ALL
2/15/2001 3/15/2001 Base Optimized ALL - North Atlanta Clust
2/19/2001 3/19/2001 Base ALL
2/28/2001 3/28/2001 Base Optimized ALL
2/16/2001 3/16/2001 Base Optimized ALL - ALL
3/22/2001 4/22/2001 Base Optimized ALL
2/14/2001 3/14/2001 Base Optimized ALL
2/19/2001 3/19/2001 Base ALL
4/8/2001 5/8/2001 Base Optimized ALL
2/16/2001 3/16/2001 Base Optimized ALL - ALL
3/5/2001 4/5/2001 Base Optimized ALL
3/16/2001 4/16/2001 Base Optimized ALL

FIG. 6B

600

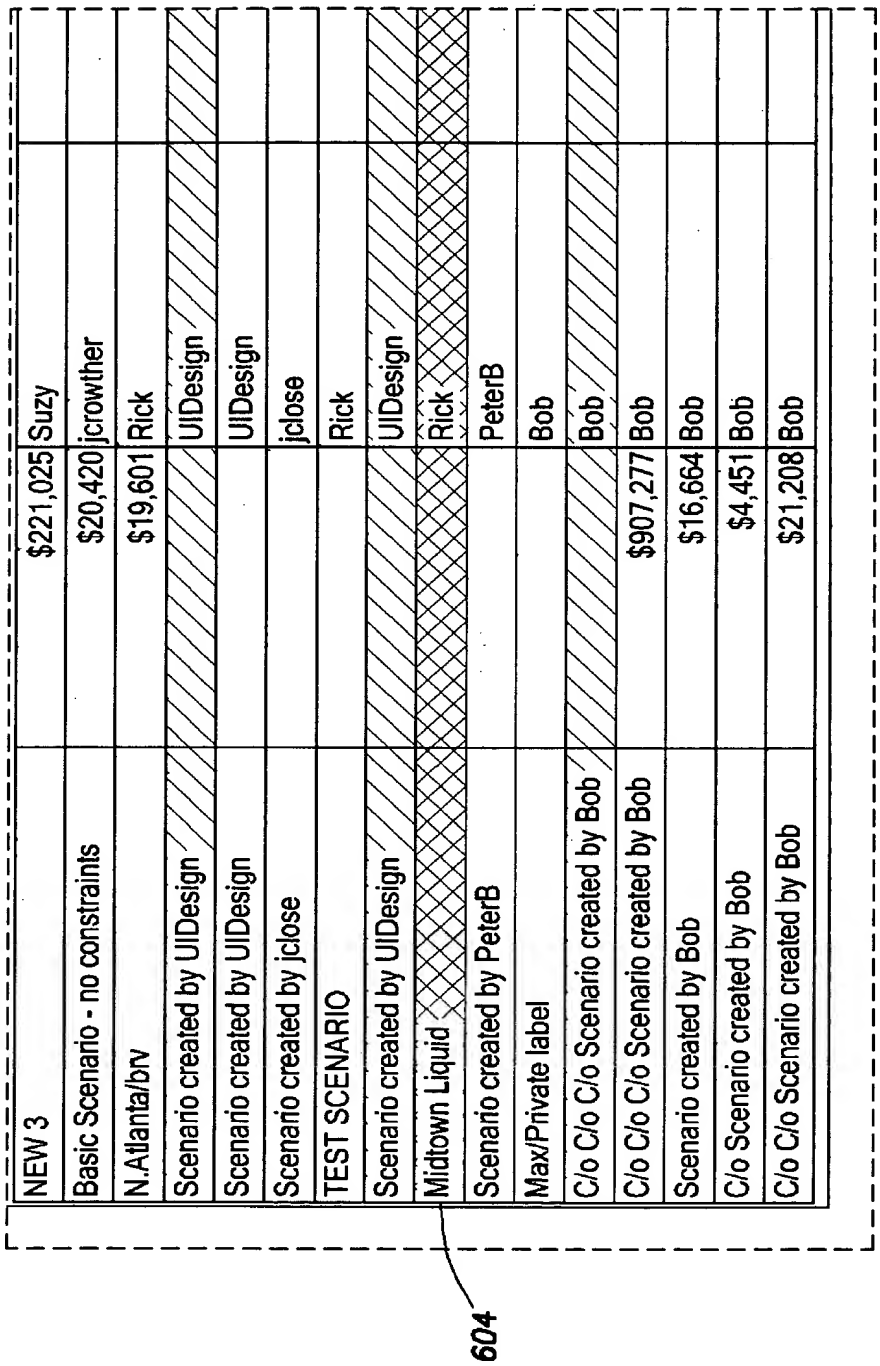
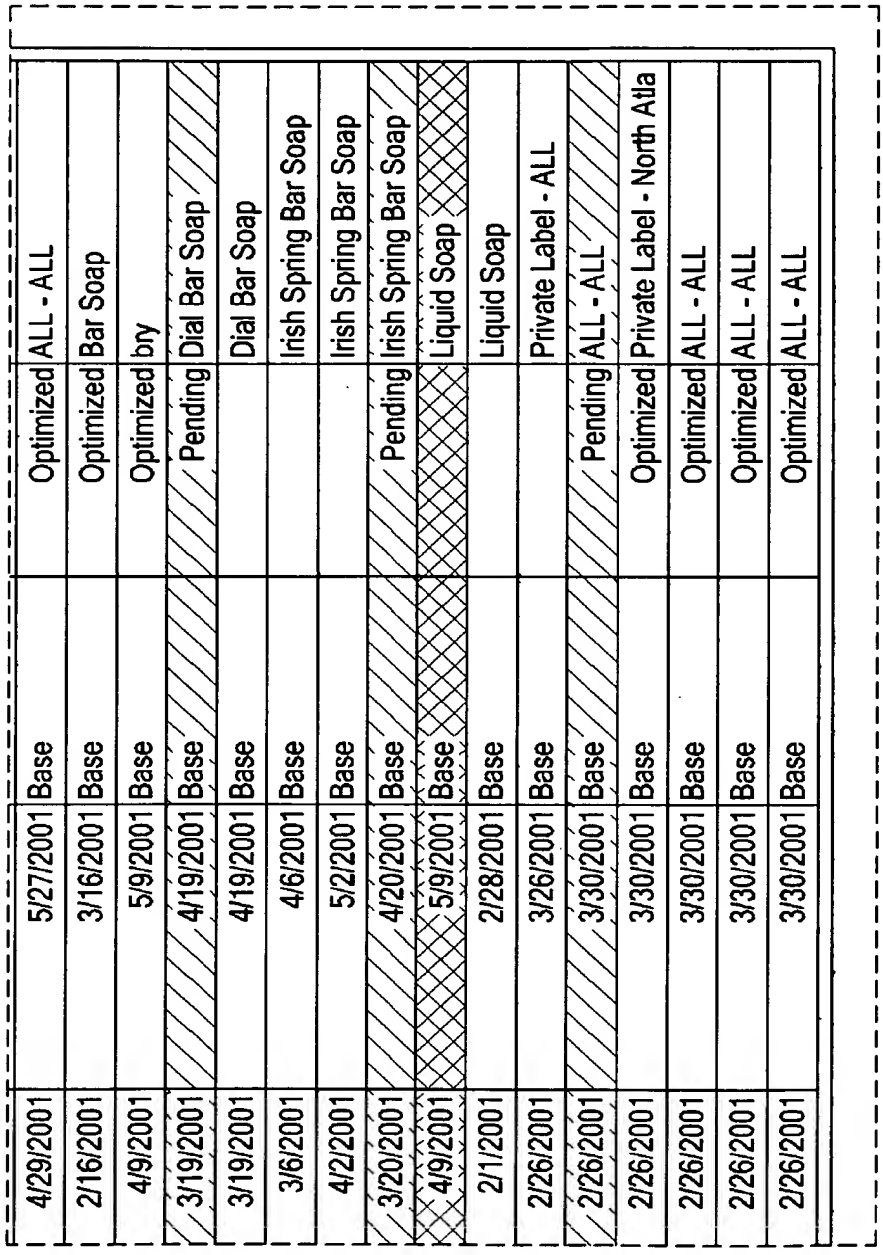

NEW 3
$221,025
Suzy
Basic Scenario - no constraints
$20,420
jcrowther
N.Atlanta/brv
$19,601
Rick
Scenario created by UIDesign
UIDesign
Scenario created by UIDesign
UIDesign
Scenario created by jclose
jclose
TEST SCENARIO
Rick
Scenario created by UIDesign
UIDesign
Midtown Liquid
Rick
Scenario created by PeterB
PeterB
Max/Private label
Bob
C/o C/o C/o Scenario created by Bob
Bob
C/o C/o C/o Scenario created by Bob
$907,277
Bob
Scenario created by Bob
$16,664
Bob
C/o Scenario created by Bob
$4,451
Bob
C/o C/o Scenario created by Bob
$21,208
Bob
604

FIG. 6C

600



4/29/2001	5/27/2001	Base	Optimized	ALL - ALL	
2/16/2001	3/16/2001	Base	Optimized	Bar Soap	
4/9/2001	5/9/2001	Base	Optimized	bry	
3/19/2001	4/19/2001	Base	Pending	Dial Bar Soap	
3/19/2001	4/19/2001	Base		Dial Bar Soap	
3/6/2001	4/6/2001	Base		Irish Spring Bar Soap	
4/2/2001	5/2/2001	Base		Irish Spring Bar Soap	
3/20/2001	4/20/2001	Base	Pending	Irish Spring Bar Soap	
4/9/2001	5/9/2001	Base		Liquid Soap	
2/1/2001	2/28/2001	Base		Liquid Soap	
2/26/2001	3/26/2001	Base		Private Label - ALL	
2/26/2001	3/30/2001	Base	Pending	ALL - ALL	
2/26/2001	3/30/2001	Base	Optimized	Private Label - North Atla	
2/26/2001	3/30/2001	Base	Optimized	ALL - ALL	
2/26/2001	3/30/2001	Base	Optimized	ALL - ALL	
2/26/2001	3/30/2001	Base	Optimized	ALL - ALL	

FIG. 6D

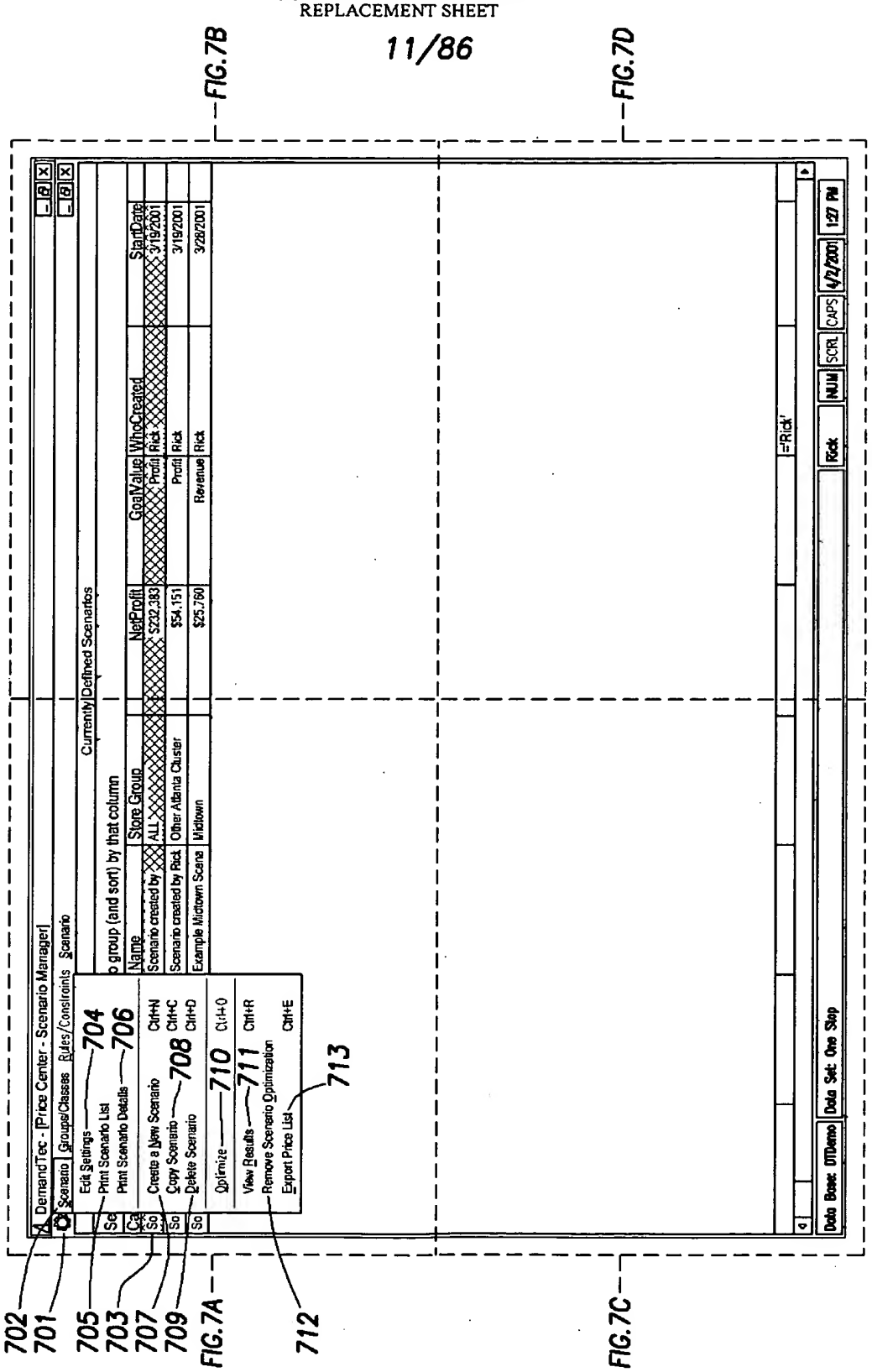

700
FIG.7B
FIG.7D
DemandTec - [Price Center - Scenario Manager]
Scenario
Groups/Classes
Rules/Constraints
Currently Defined Scenarios
Edit Settings
Print Scenario List
Print Scenario Details
Create a New Scenario Ctrl+N
Copy Scenario Ctrl+C
Delete Scenario Ctrl+D
Optimize Ctrl+O
View Results Ctrl+R
Remove Scenario Optimization
Export Price List Ctrl+E
Name
Store Group
NetProfit
GoalValue
WhoCreated
StartDate
Scenario created by
ALL
$232,383
Profit
Rick
3/19/2001
Scenario created by Rick
Other Atlanta Cluster
$54,151
Profit
Rick
3/19/2001
Example Midtown Scena
Midtown
$25,760
Revenue
Rick
3/28/2001
=Rick'
Data Base: DTDemo
Data Set: One Step
Rick
NUM
SCRL
CAPS
4/2/2001
1:27 PM
FIG.7A
FIG.7C
701
702
703
705
707
709
712
704
706
708
710
711
713

FIG.7

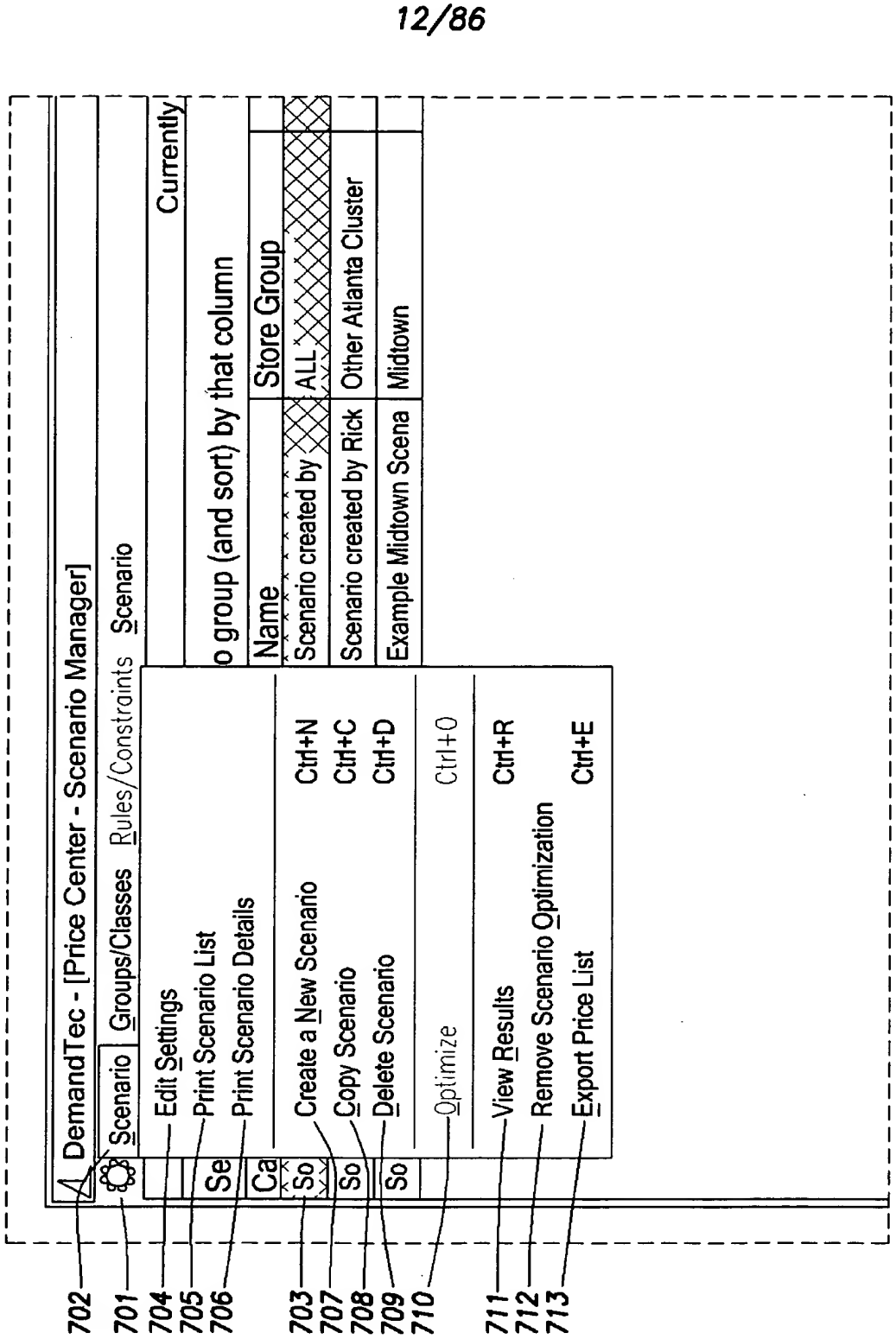

700
DemandTec - [Price Center - Scenario Manager]
Scenario
Groups/Classes
Rules/Constraints
Scenario
Edit Settings
Print Scenario List
Print Scenario Details
Create a New Scenario Ctrl+N
Copy Scenario Ctrl+C
Delete Scenario Ctrl+D
Optimize Ctrl+O
View Results Ctrl+R
Remove Scenario Optimization
Export Price List Ctrl+E
Currently
o group (and sort) by that column
Name
Store Group
Scenario created by
ALL
Scenario created by Rick
Other Atlanta Cluster
Example Midtown Scena
Midtown
Se
Ca
So
So
So
So
702
701
704
705
706
703
707
708
709
710
711
712
713

FIG. 7A

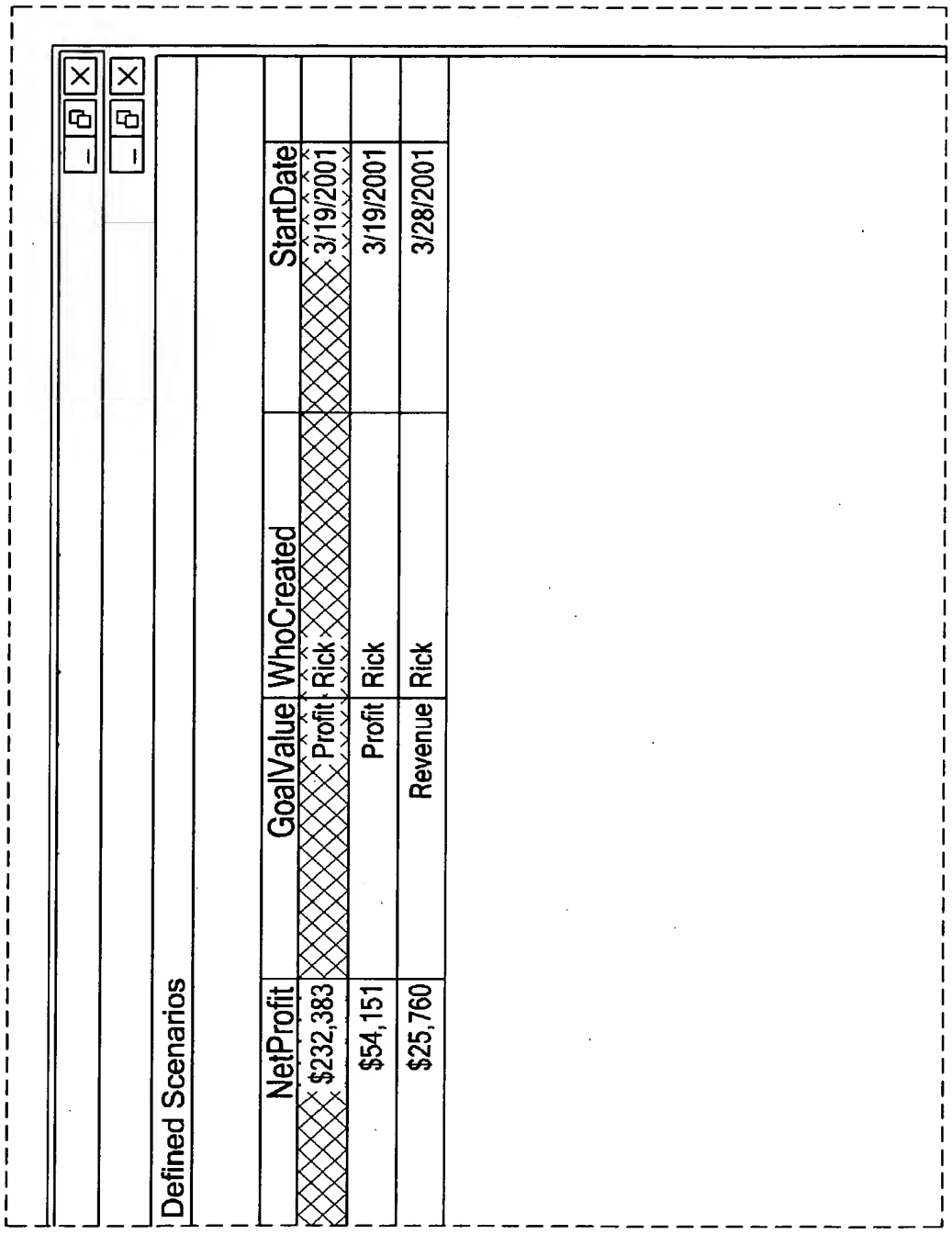

700
Defined Scenarios
NetProfit
GoalValue
WhoCreated
StartDate
$232,383
Profit
Rick
3/19/2001
$54,151
Profit
Rick
3/19/2001
$25,760
Revenue
Rick
3/28/2001

FIG. 7B

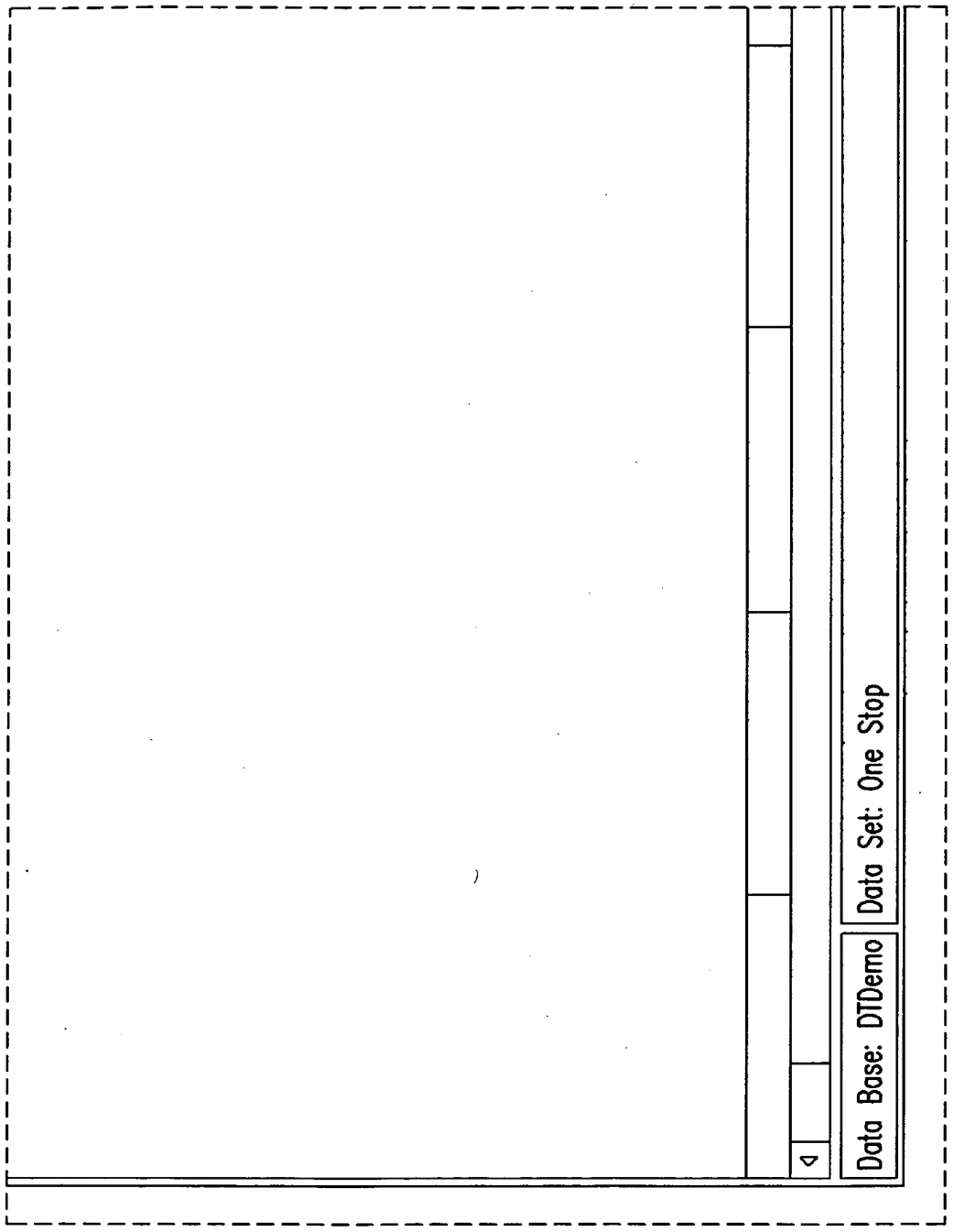


FIG. 7C

700

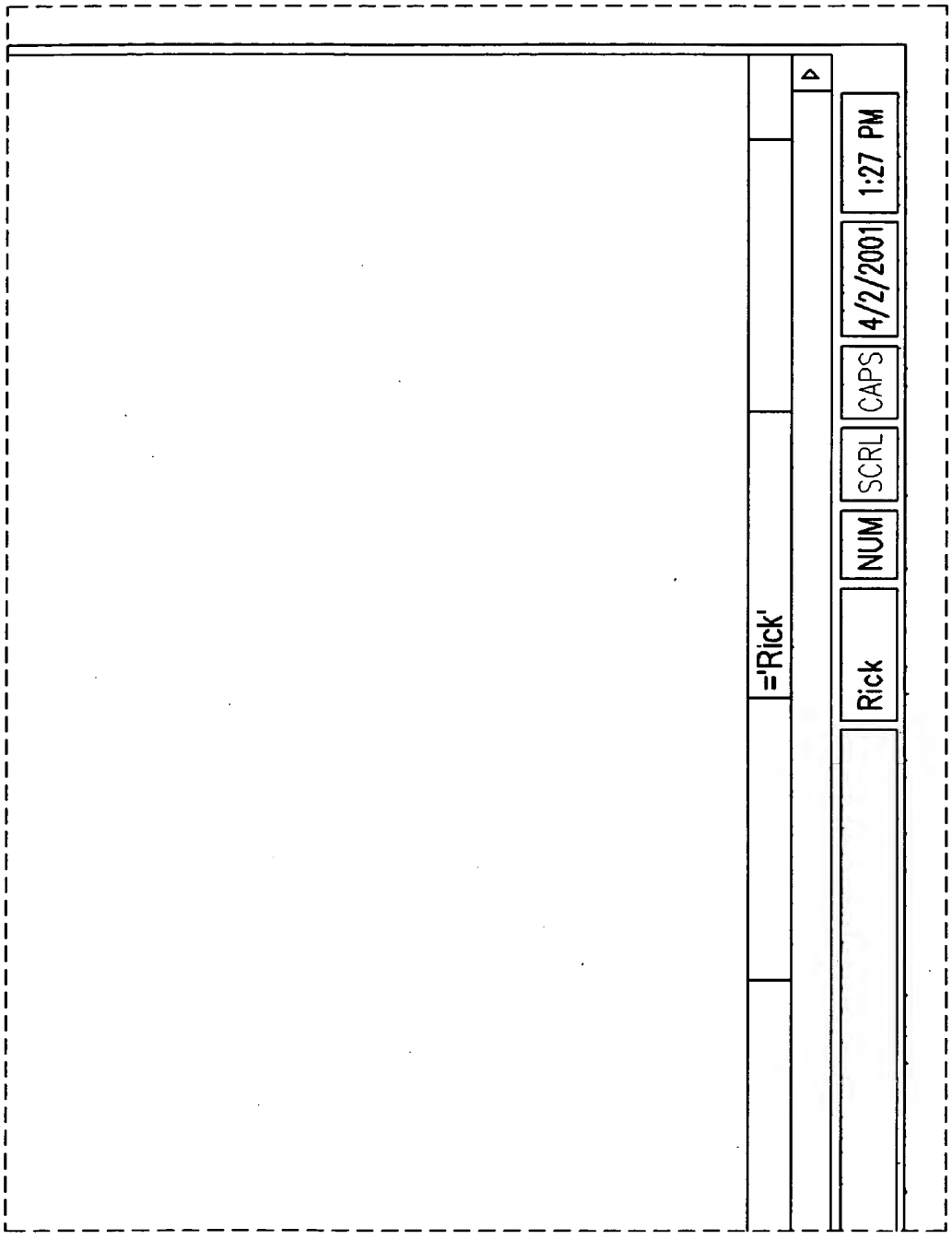


FIG. 7D

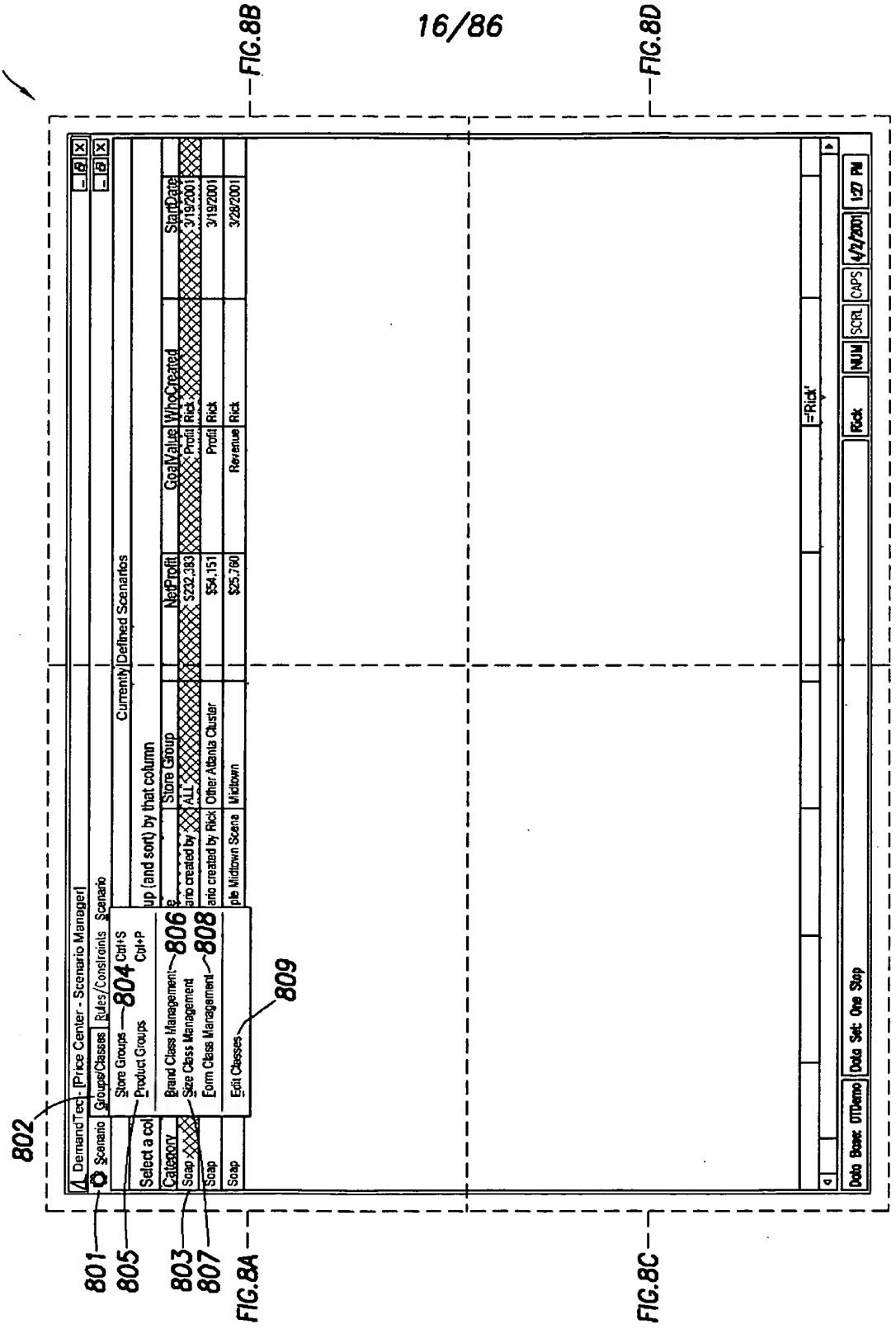

800
FIG.8B
FIG.8D
802
801
805
803
807
FIG.8A
FIG.8C
804
806
808
809
DemandTec
Price Center - Scenario Manager
Scenario
Groups/Classes
Rules/Constraints
Scenario
Currently Defined Scenarios
Store Groups
Product Groups
Brand Class Management
Size Class Management
Form Class Management
Edit Classes
Ctrl+S
Ctrl+P
Select a col
up (and sort) by that column
Category
Soap
Store Group
NetProfit
GoalValue
WhoCreated
StartDate
ALL
$232,383
Profit
Rick
3/19/2001
Other Atlanta Cluster
$54,151
Profit
Rick
3/19/2001
Midtown
$25,780
Revenue
Rick
3/28/2001
'Rick'
Rick
NUM
SCRL
CAPS
4/7/2001
1:27 PM
Data Base: DTDemo
Data Set: One Step

FIG.8

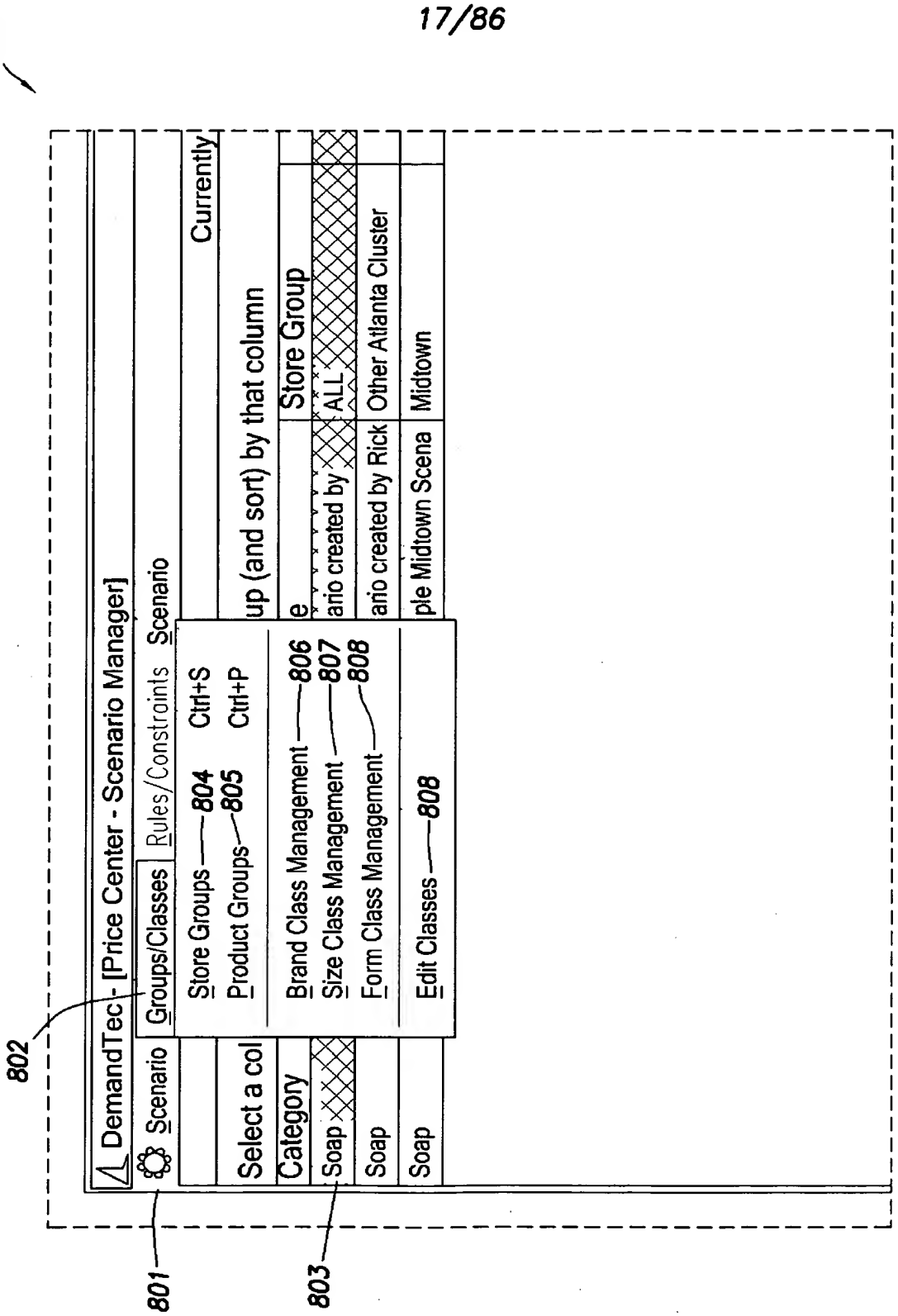

800
DemandTec - [Price Center - Scenario Manager]
Scenario
Groups/Classes
Rules/Constraints
Scenario
Store Groups Ctrl+S
Product Groups Ctrl+P
Brand Class Management
Size Class Management
Form Class Management
Edit Classes
Currently
up (and sort) by that column
Select a col
Category
Soap
Soap
Soap
e
anio created by
anio created by Rick
ple Midtown Scena
Store Group
ALL
Other Atlanta Cluster
Midtown
802
804
805
806
807
808
801
803

FIG.8A

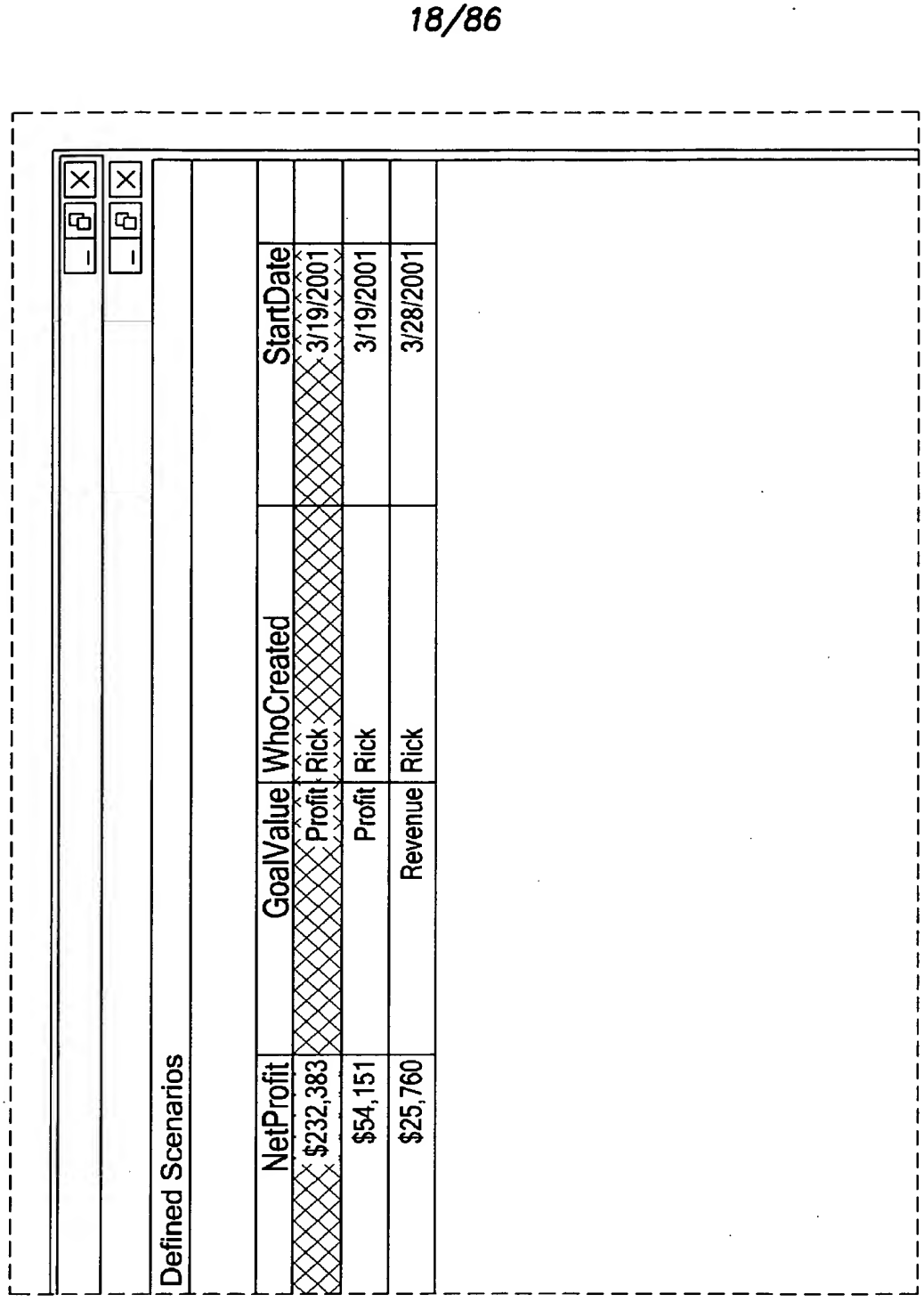

800
Defined Scenarios
NetProfit
GoalValue
WhoCreated
StartDate
$232,383
Profit
Rick
3/19/2001
$54,151
Profit
Rick
3/19/2001
$25,760
Revenue
Rick
3/28/2001

FIG.8B

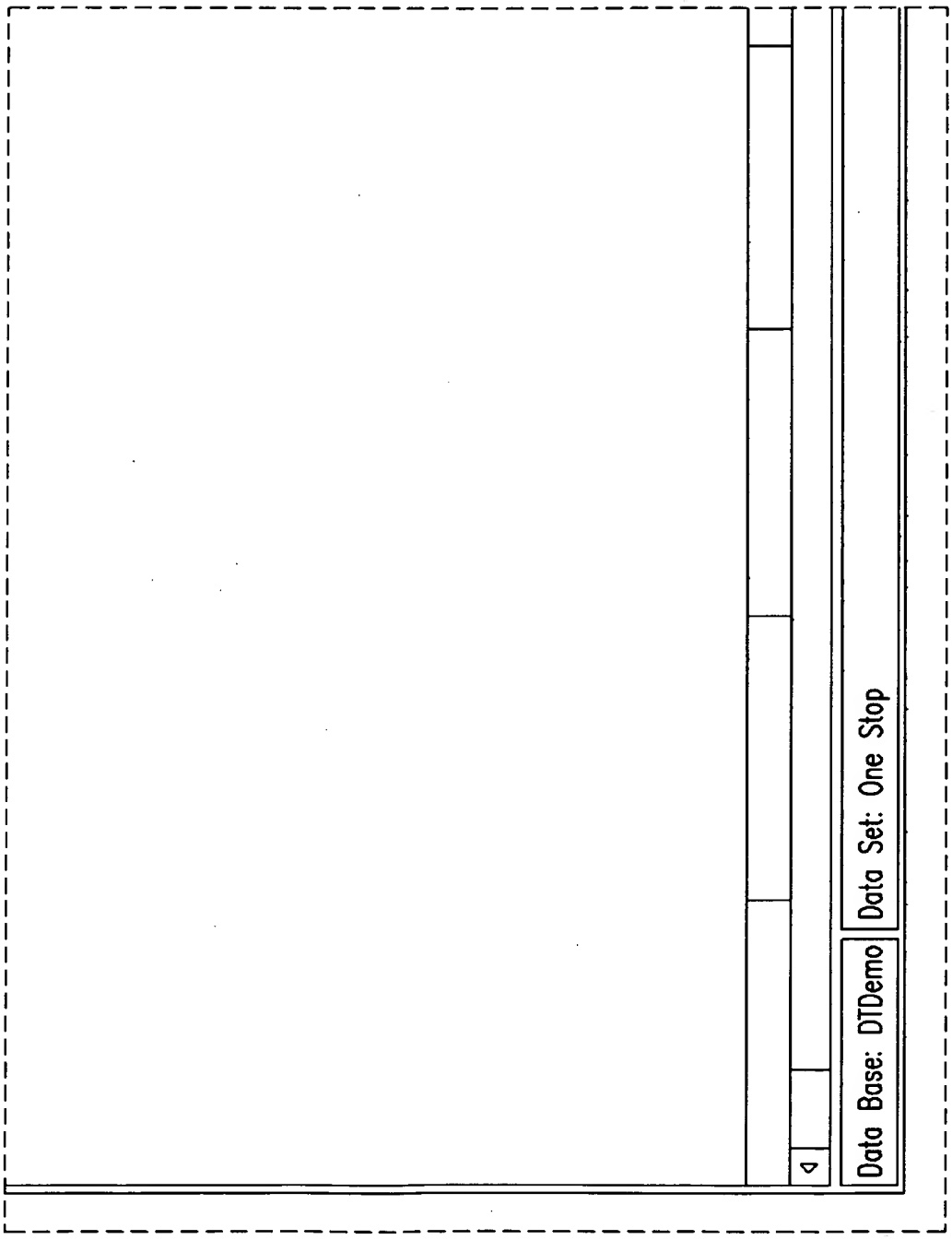


FIG.8C

800

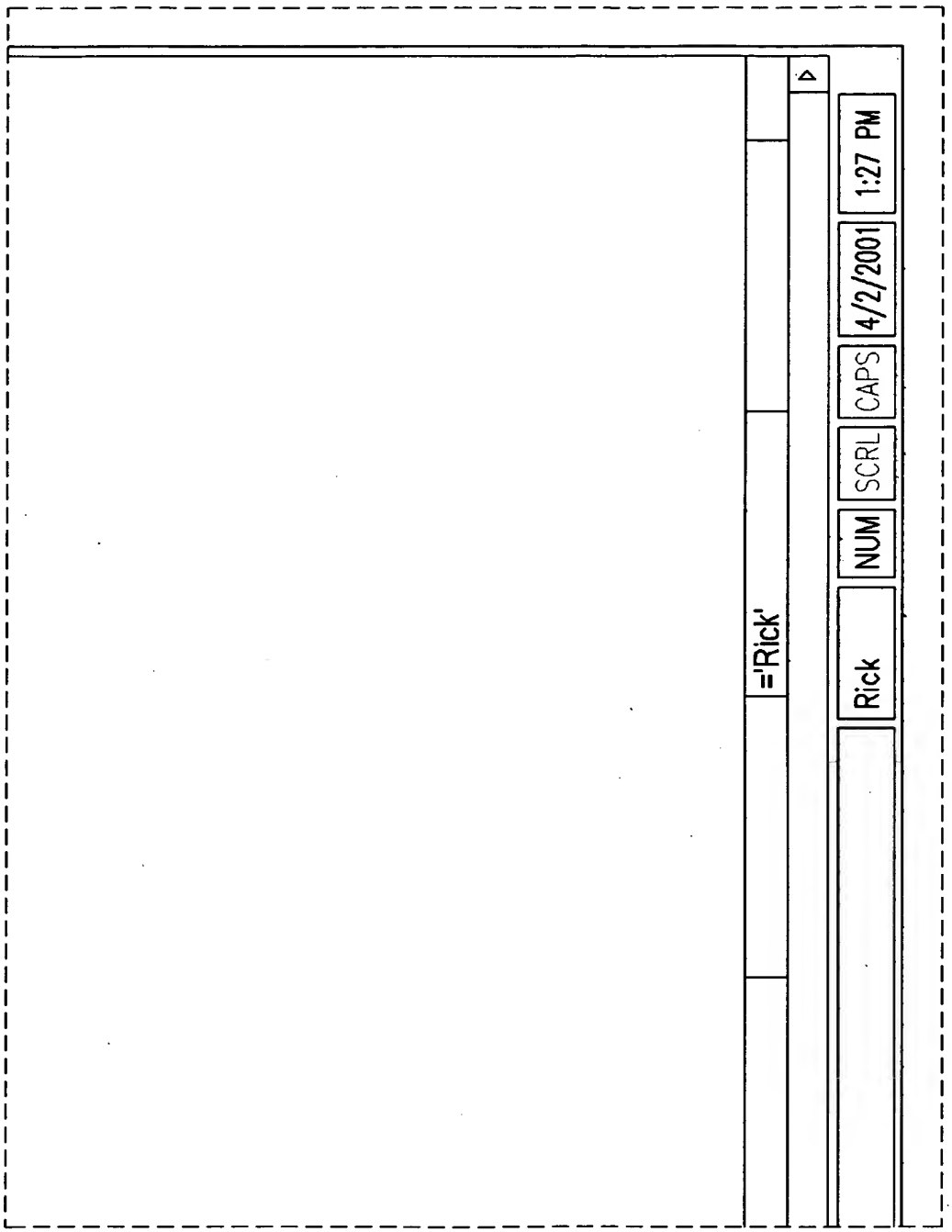


FIG.8D

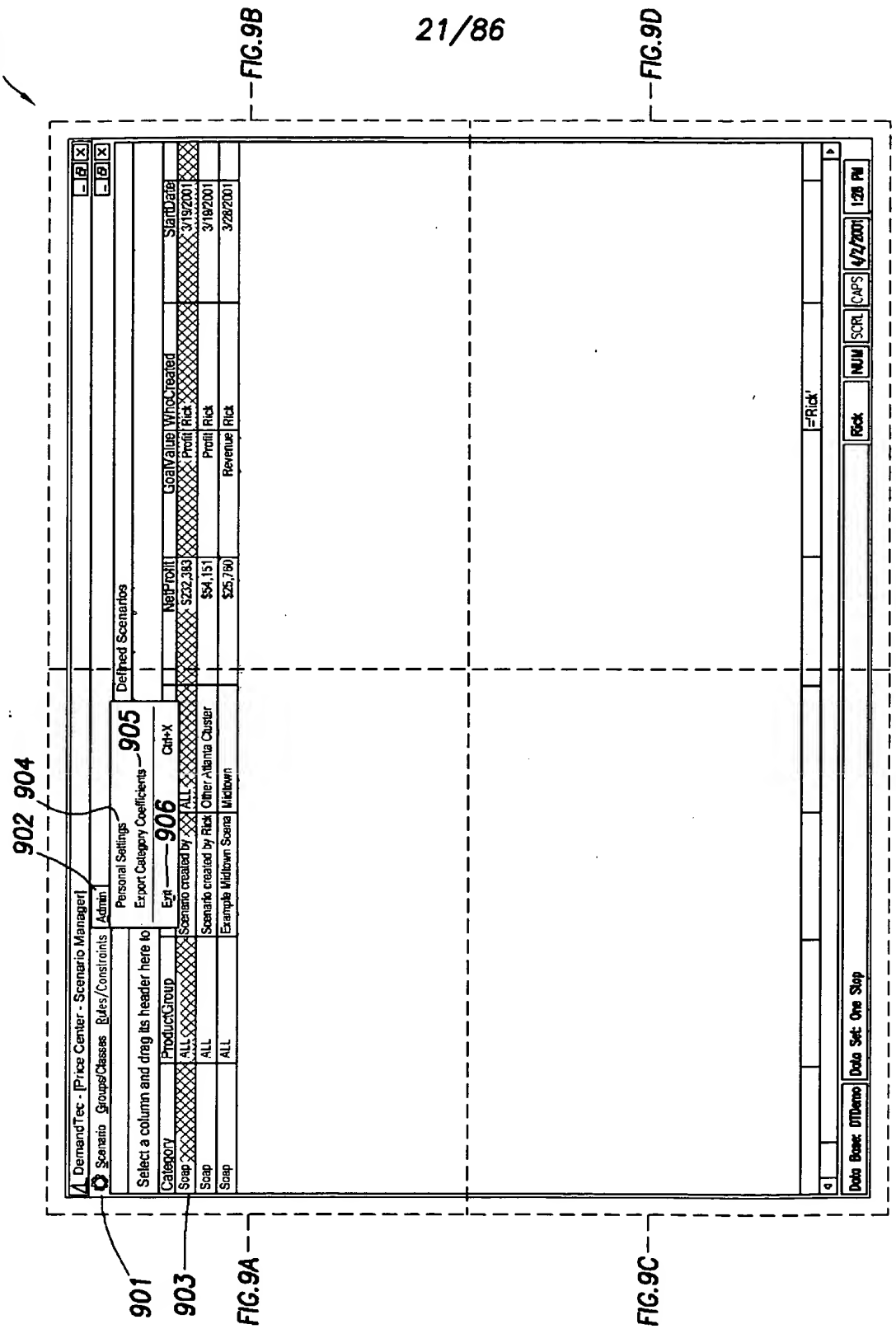

900
FIG.9B
FIG.9D
DemandTec - [Price Center - Scenario Manager]
Scenario
Groups/Classes
Rules/Constraints
Admin
Personal Settings
Export Category Coefficients
Exit
Ctrl+X
905
906
902
904
Defined Scenarios
Select a column and drag its header here to
Category
ProductGroup
NetProfit
GoalValue
WhoCreated
StartDate
Soap
ALL
Scenario created by
Scenario created by Rick
Other Atlanta Cluster
Example Midtown Scena
Midtown
$222,383
$54,151
$25,760
Profit
Revenue
Rick
3/19/2001
3/28/2001
'Rick'
Data Base: DTDemo
Data Set: One Step
NUM
SCRL
CAPS
4/2/2001
1:26 PM
901
903
FIG.9A
FIG.9C

FIG.9

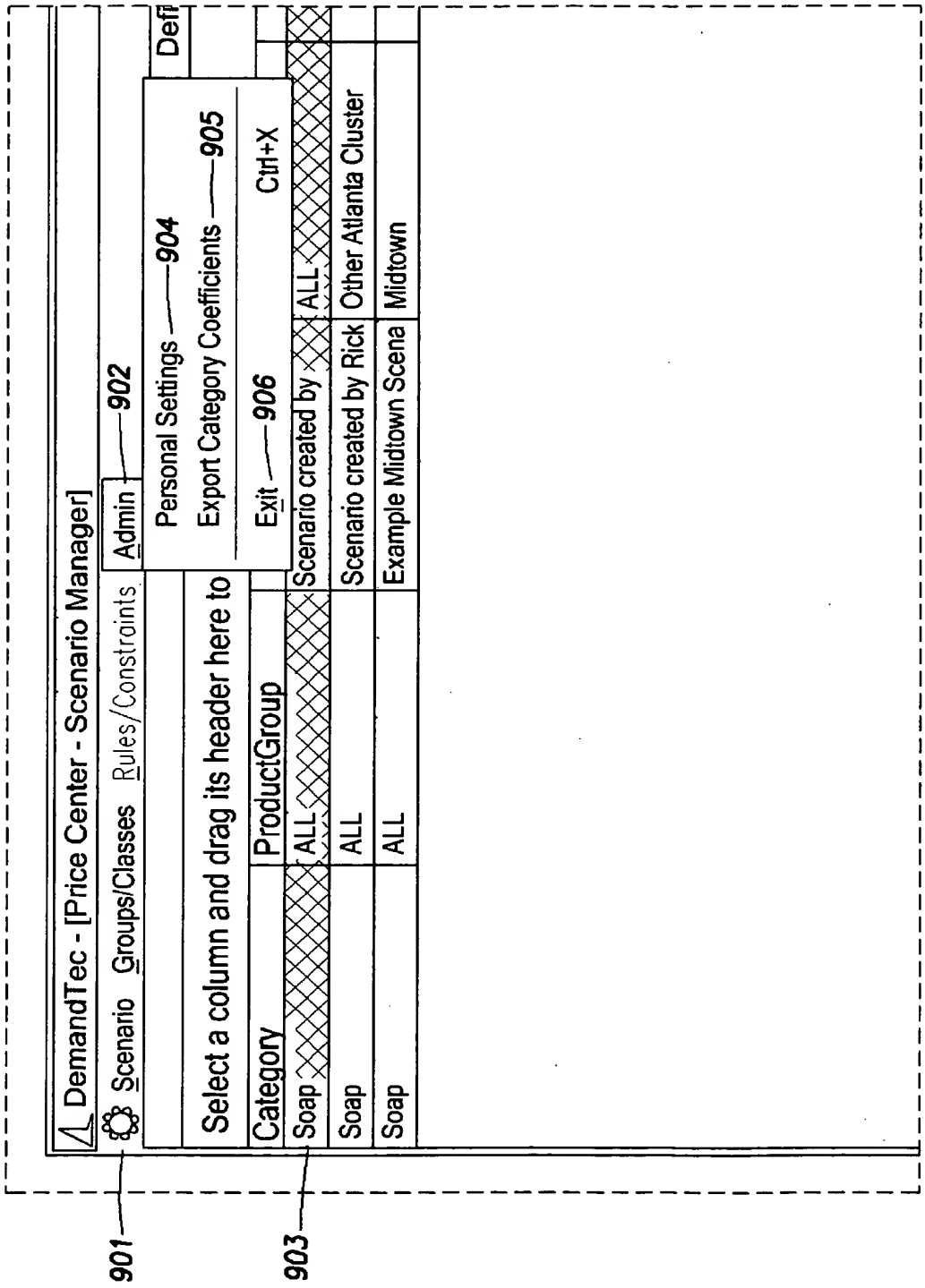

900
DemandTec - [Price Center - Scenario Manager]
Scenario Groups/Classes Rules/Constraints
Admin
902
Personal Settings
904
Export Category Coefficients
905
Exit
906
Ctrl+X
Defi
Select a column and drag its header here to
Category
ProductGroup
Soap
ALL
Scenario created by
ALL
Other Atlanta Cluster
Scenario created by Rick
Example Midtown Scena
Midtown
901
903

FIG.9A

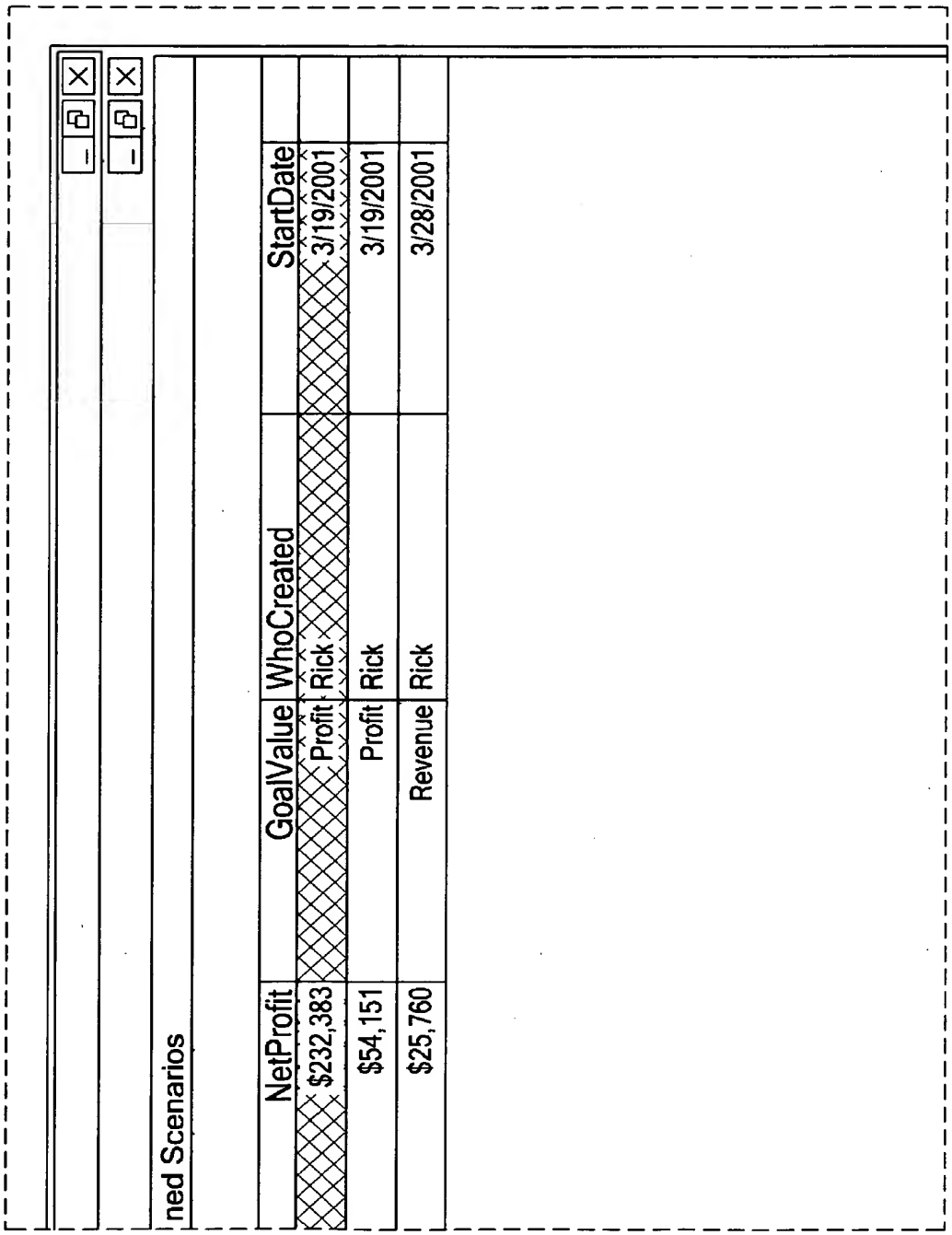

900
ned Scenarios
NetProfit
GoalValue
WhoCreated
StartDate
$232,383
Profit
Rick
3/19/2001
$54,151
Profit
Rick
3/19/2001
$25,760
Revenue
Rick
3/28/2001

FIG.9B

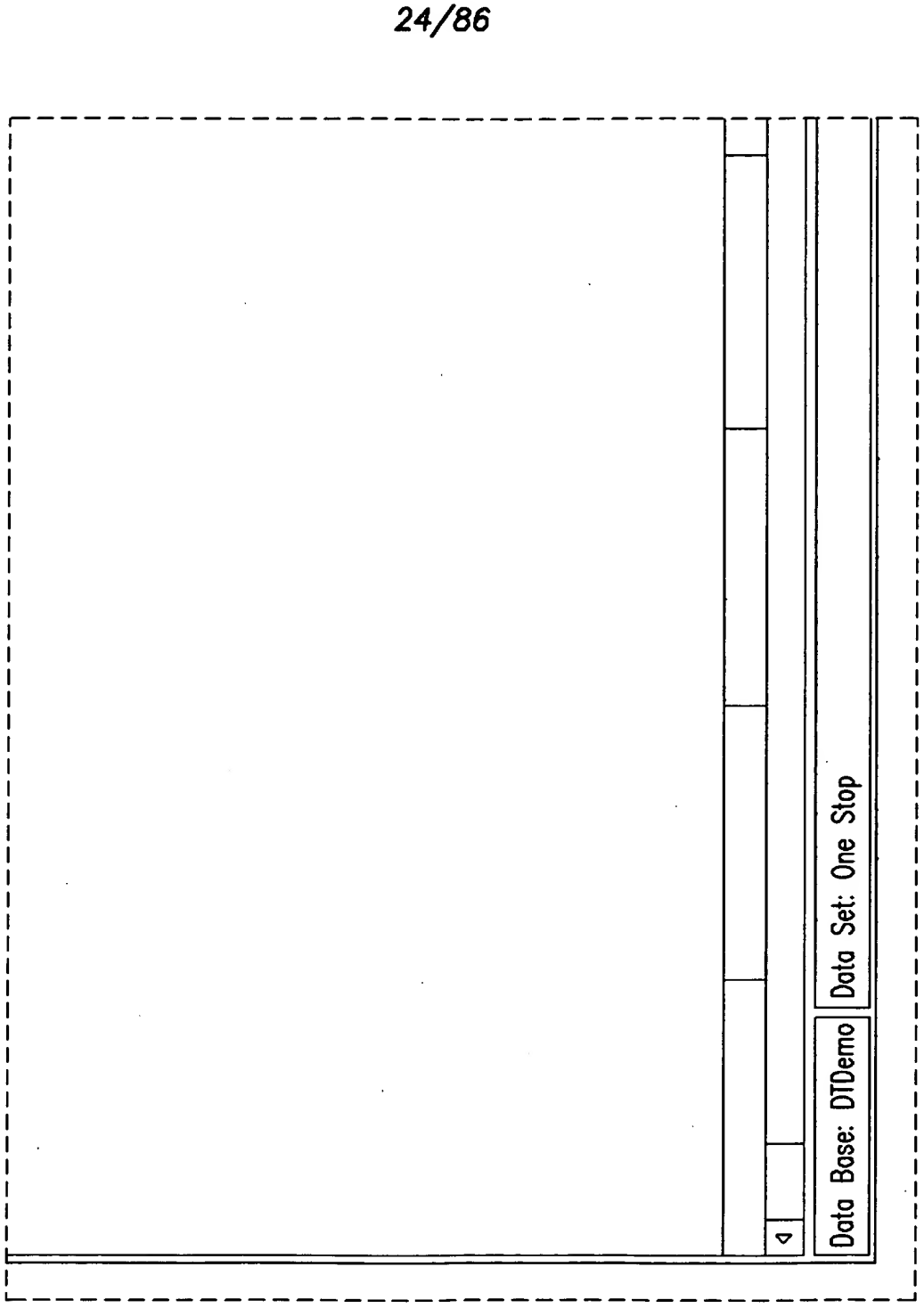


FIG.9C

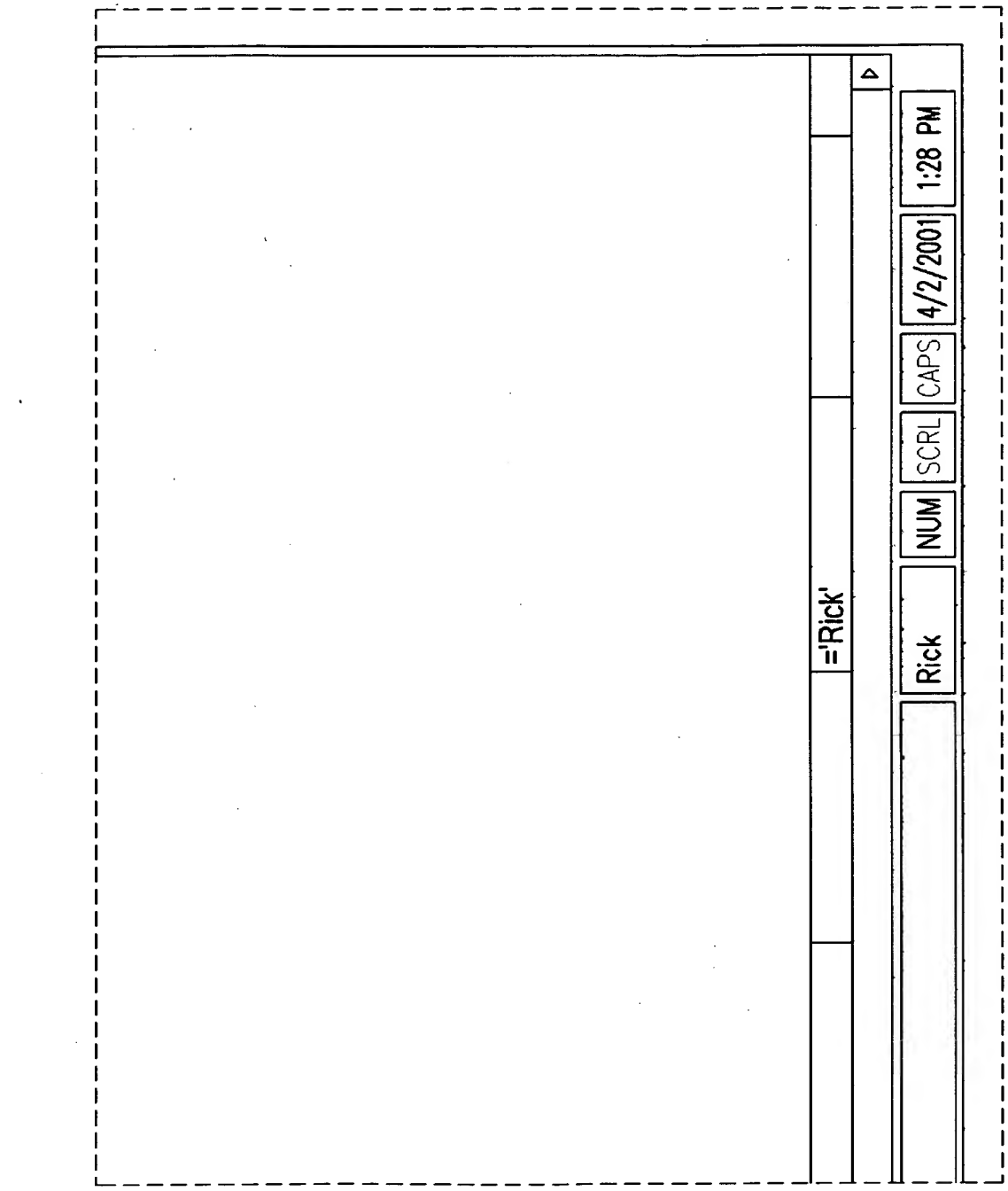


FIG.9D

Application No. 09/849168 (Docket: DT.0101)
37 CFR 1.111 Amendment dated 09/09/2005
Reply to Office Action of 06/21/2005
REPLACEMENT SHEET

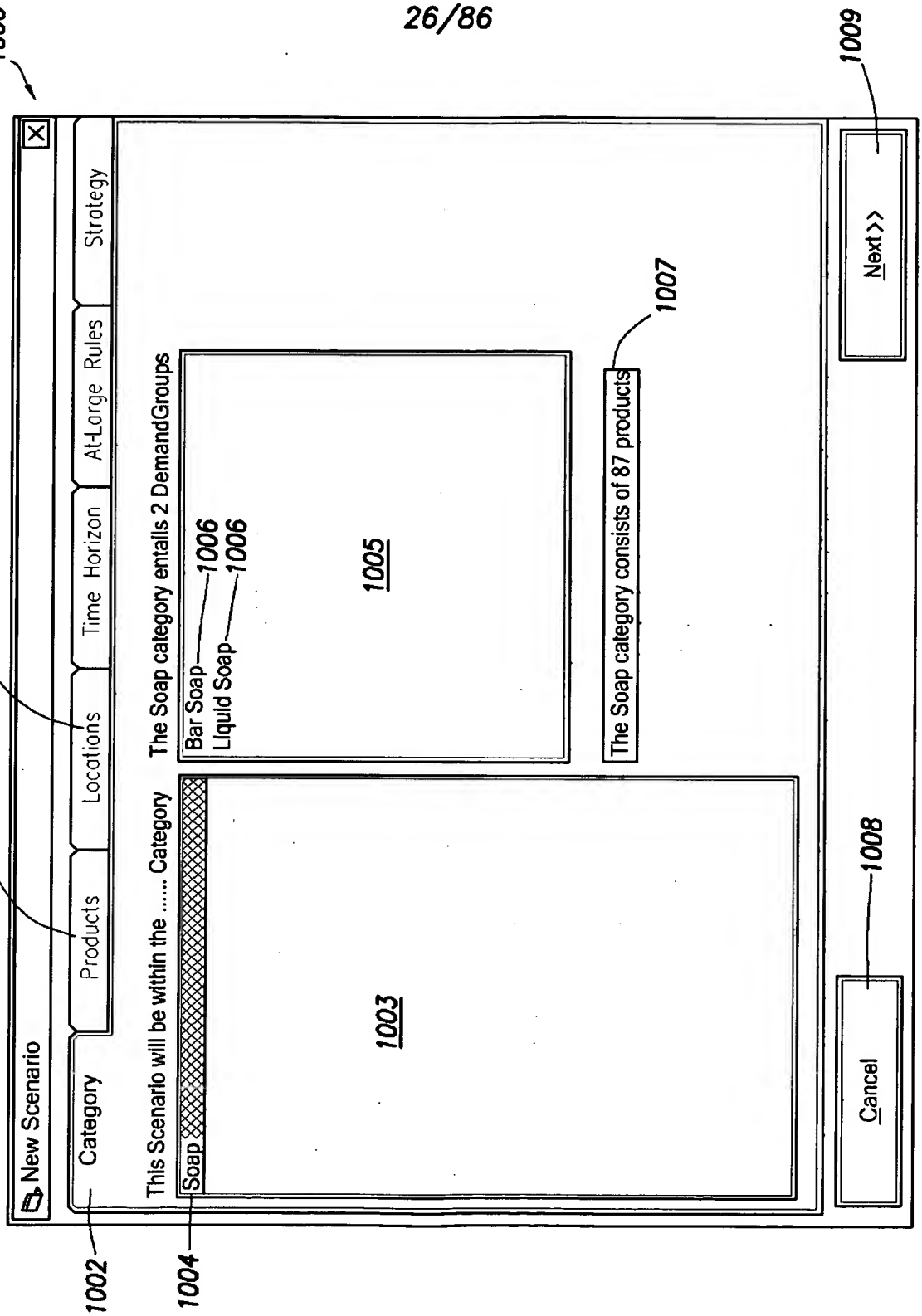


FIG. 10

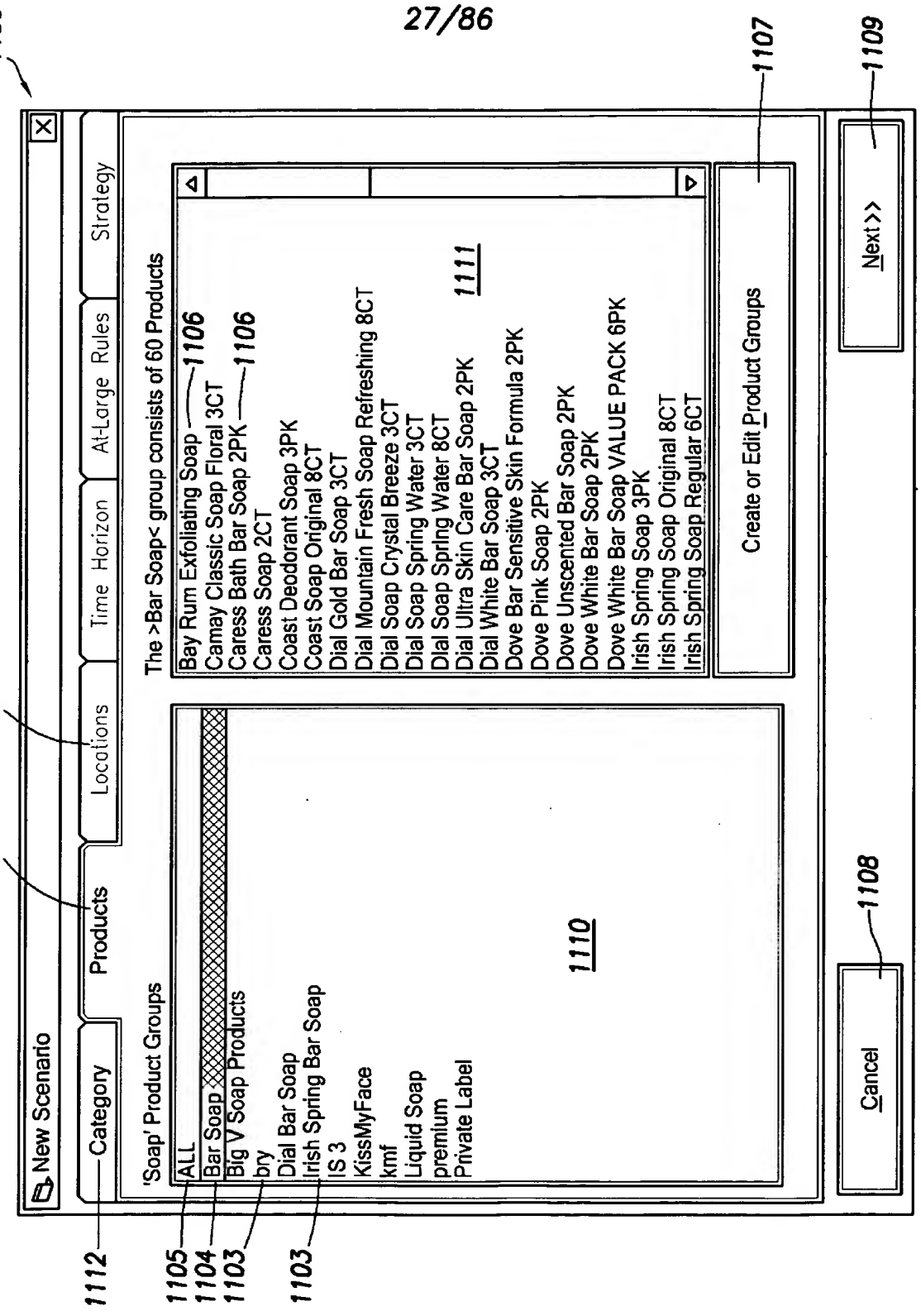

1100
New Scenario
Category
Products
Locations
Time Horizon
At-Large Rules
Strategy
'Soap' Product Groups
ALL
Bar Soap
Big V Soap Products
bry
Dial Bar Soap
Irish Spring Bar Soap
IS 3
KissMyFace
kmf
Liquid Soap
premium
Private Label
1110
The >Bar Soap< group consists of 60 Products
Bay Rum Exfoliating Soap
Camay Classic Soap Floral 3CT
Caress Bath Bar Soap 2PK
Caress Soap 2CT
Coast Deodorant Soap 3PK
Coast Soap Original 8CT
Dial Gold Bar Soap 3CT
Dial Mountain Fresh Soap Refreshing 8CT
Dial Soap Crystal Breeze 3CT
Dial Soap Spring Water 3CT
Dial Soap Spring Water 8CT
Dial Ultra Skin Care Bar Soap 2PK
Dial White Bar Soap 3CT
Dove Bar Sensitive Skin Formula 2PK
Dove Pink Soap 2PK
Dove Unscented Bar Soap 2PK
Dove White Bar Soap 2PK
Dove White Bar Soap VALUE PACK 6PK
Irish Spring Soap 3PK
Irish Spring Soap Original 8CT
Irish Spring Soap Regular 6CT
1111
Create or Edit Product Groups
Next>>
Cancel
1101
1102
1112
1105
1104
1103
1103
1106
1106
1107
1109
1108

FIG. 11

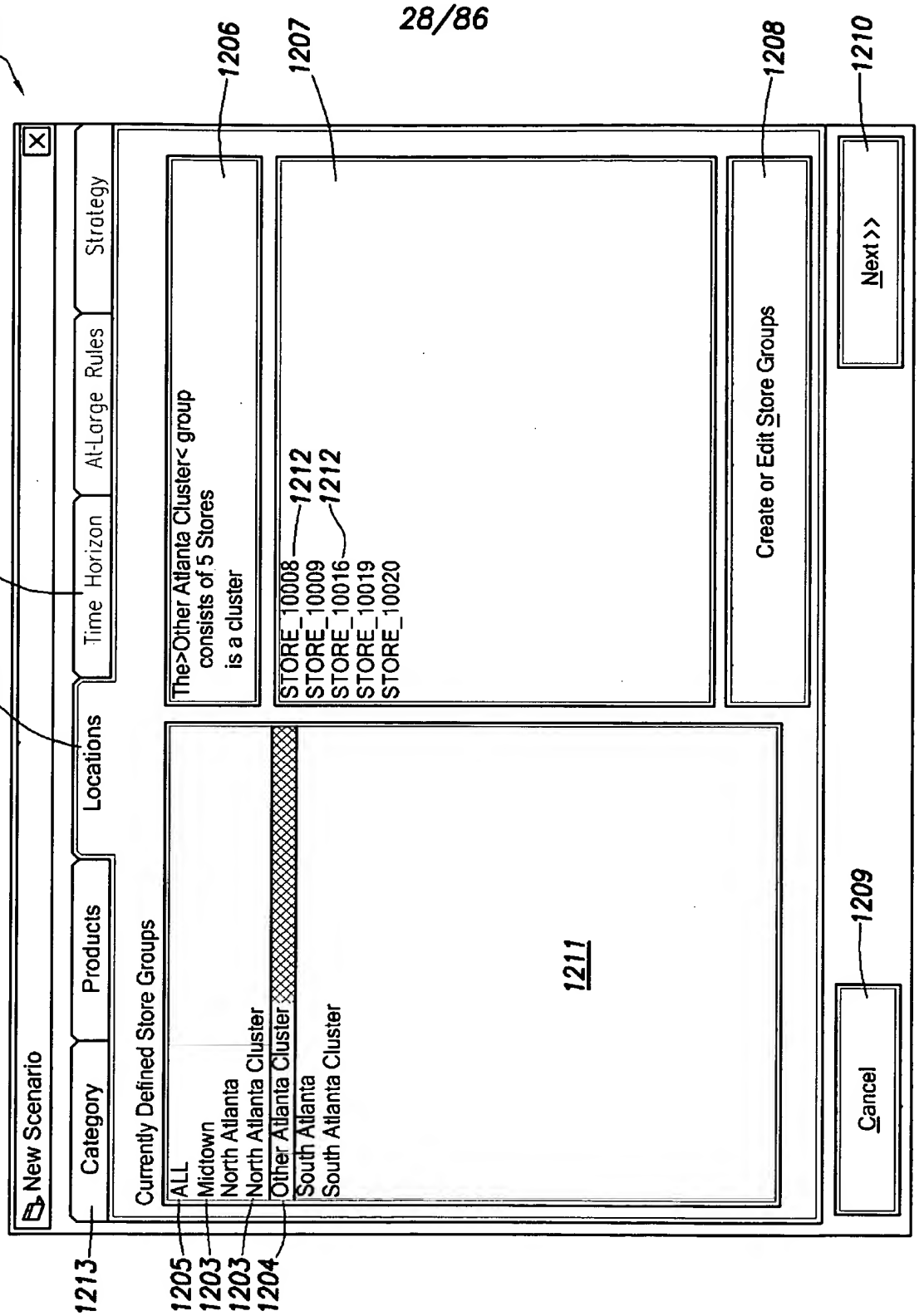

1200
1206
1207
1208
1210
1202
1201
New Scenario
Category
Products
Locations
Time Horizon
At-Large Rules
Strategy
The>Other Atlanta Cluster< group
consists of 5 Stores
is a cluster
STORE_10008
STORE_10009
STORE_10016
STORE_10019
STORE_10020
1212
1212
Create or Edit Store Groups
Next >>
Currently Defined Store Groups
ALL
Midtown
North Atlanta
North Atlanta Cluster
Other Atlanta Cluster
South Atlanta
South Atlanta Cluster
1211
Cancel
1209
1213
1205
1203
1203
1204

FIG.12

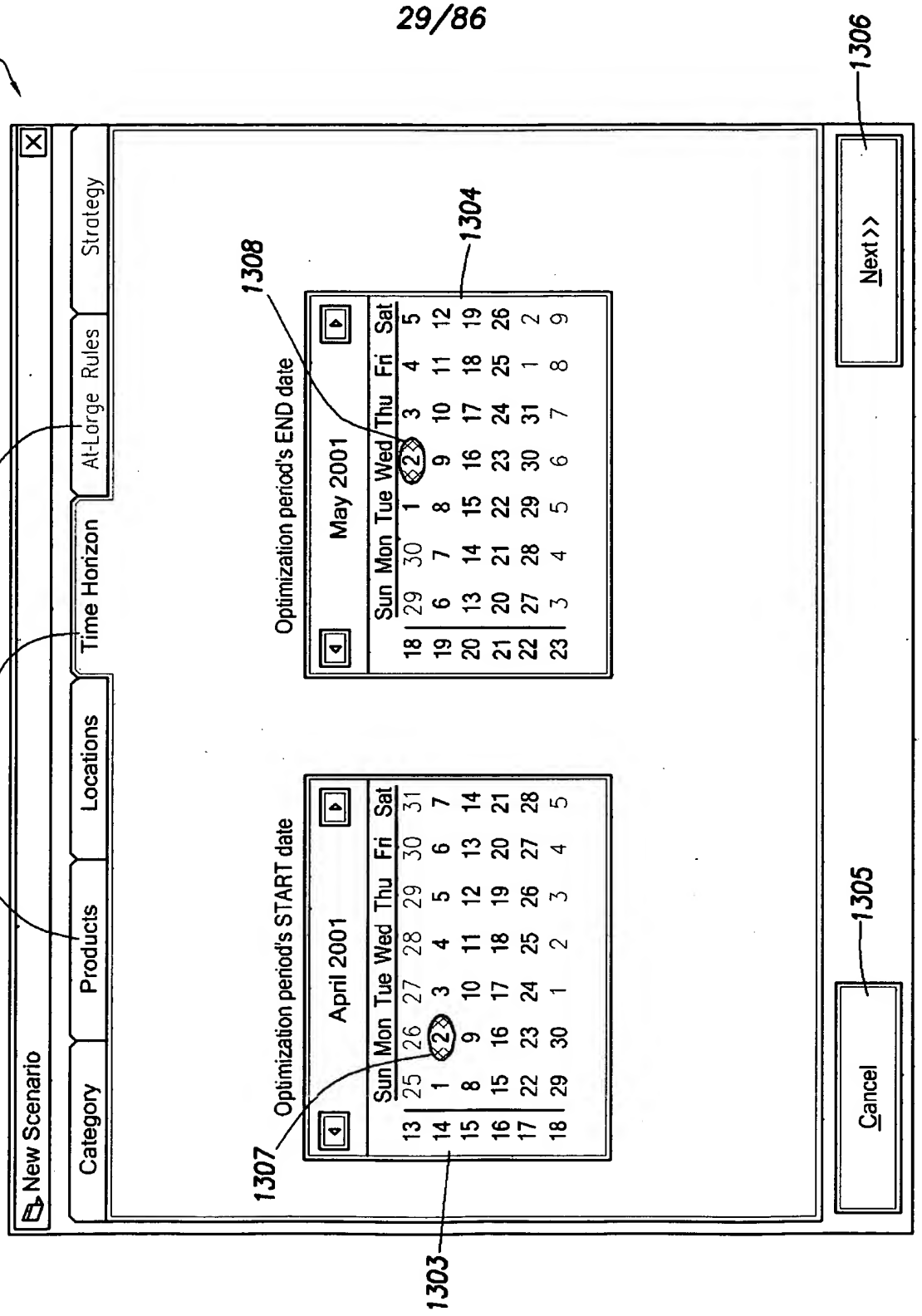

1300
1306
1307
1301
1302
1308
1304
1307
1303
1305
New Scenario
Category
Products
Locations
Time Horizon
At-Large Rules
Strategy
Optimization period's END date
May 2001
Optimization period's START date
April 2001
Next >>
Cancel

FIG.13

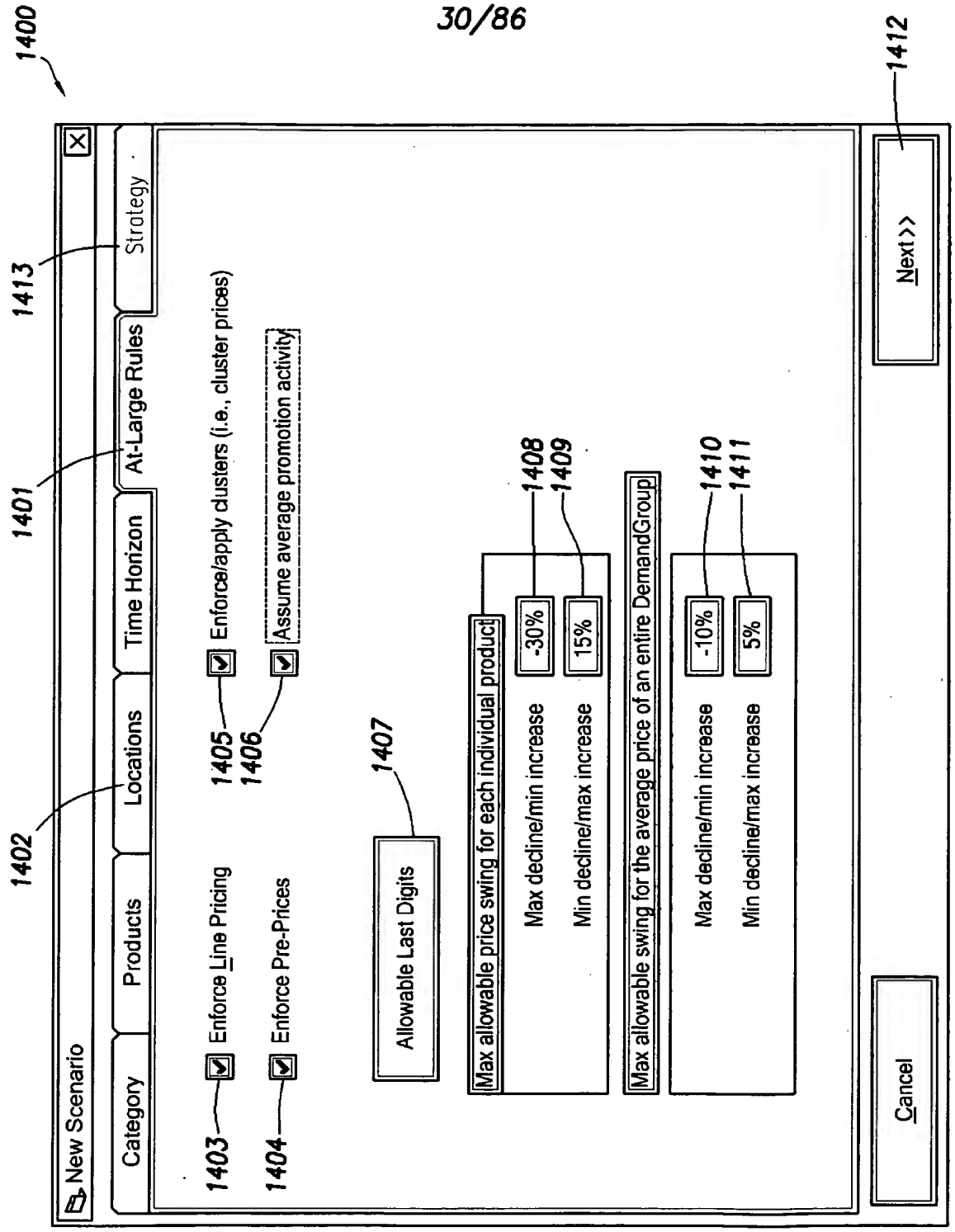

1400
1412
1413
1401
1402
1403
1404
1405
1406
1407
1408
1409
1410
1411
New Scenario
Category
Products
Locations
Time Horizon
At-Large Rules
Strategy
Enforce Line Pricing
Enforce Pre-Prices
Enforce/apply clusters (i.e., cluster prices)
Assume average promotion activity
Allowable Last Digits
Max allowable price swing for each individual product
Max decline/min increase
Min decline/max increase
-30%
15%
Max allowable swing for the average price of an entire DemandGroup
Max decline/min increase
Min decline/max increase
-10%
5%
Next>>
Cancel

FIG. 14

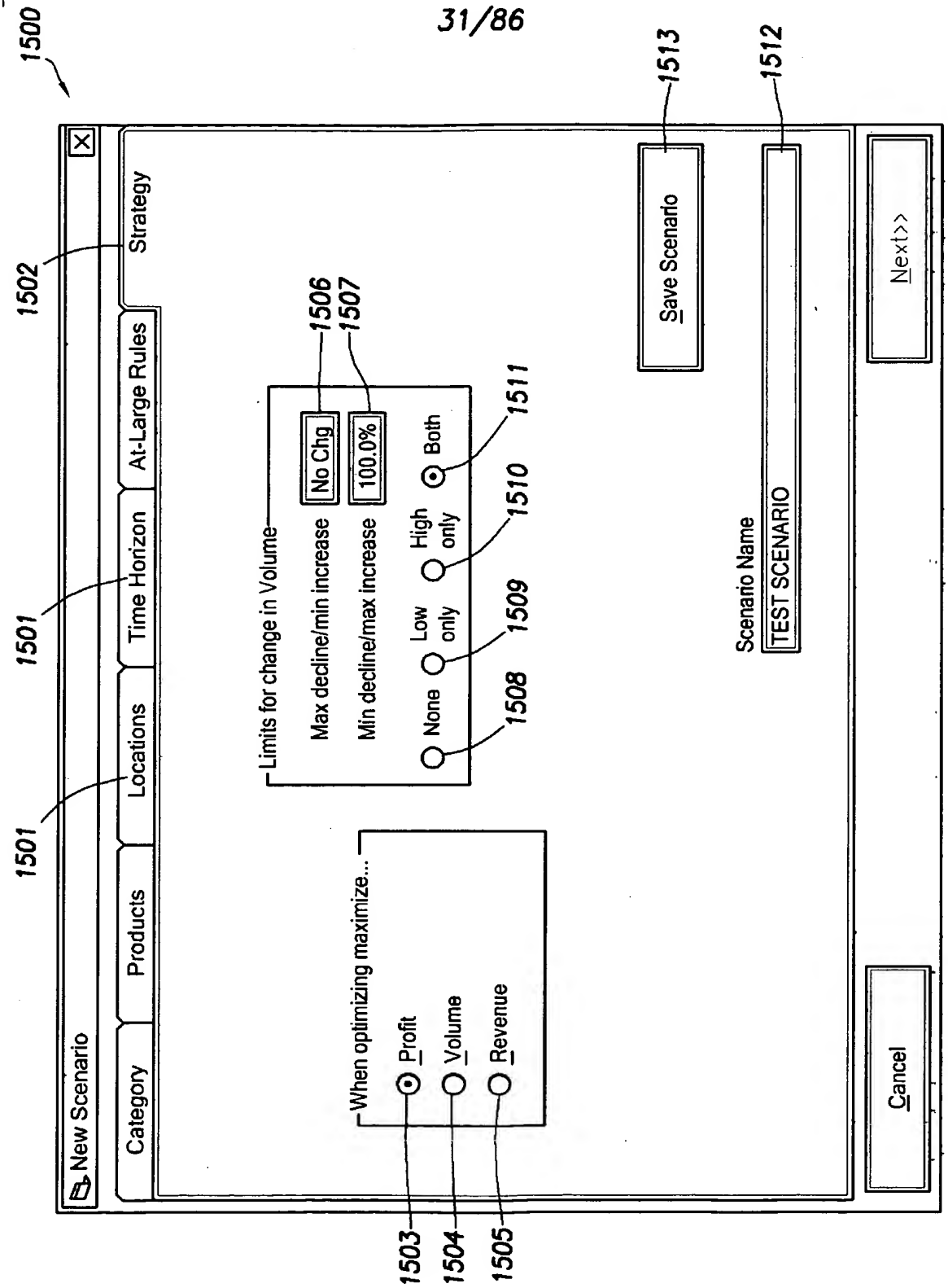

1500
1502
1501
1501
1503
1504
1505
1506
1507
1508
1509
1510
1511
1512
1513
New Scenario
Category
Products
Locations
Time Horizon
At-Large Rules
Strategy
When optimizing maximize...
Profit
Volume
Revenue
Limits for change in Volume
Max decline/min increase
No Chg
Min decline/max increase
100.0%
None
Low only
High only
Both
Save Scenario
Scenario Name
TEST SCENARIO
Next>>
Cancel

FIG.15

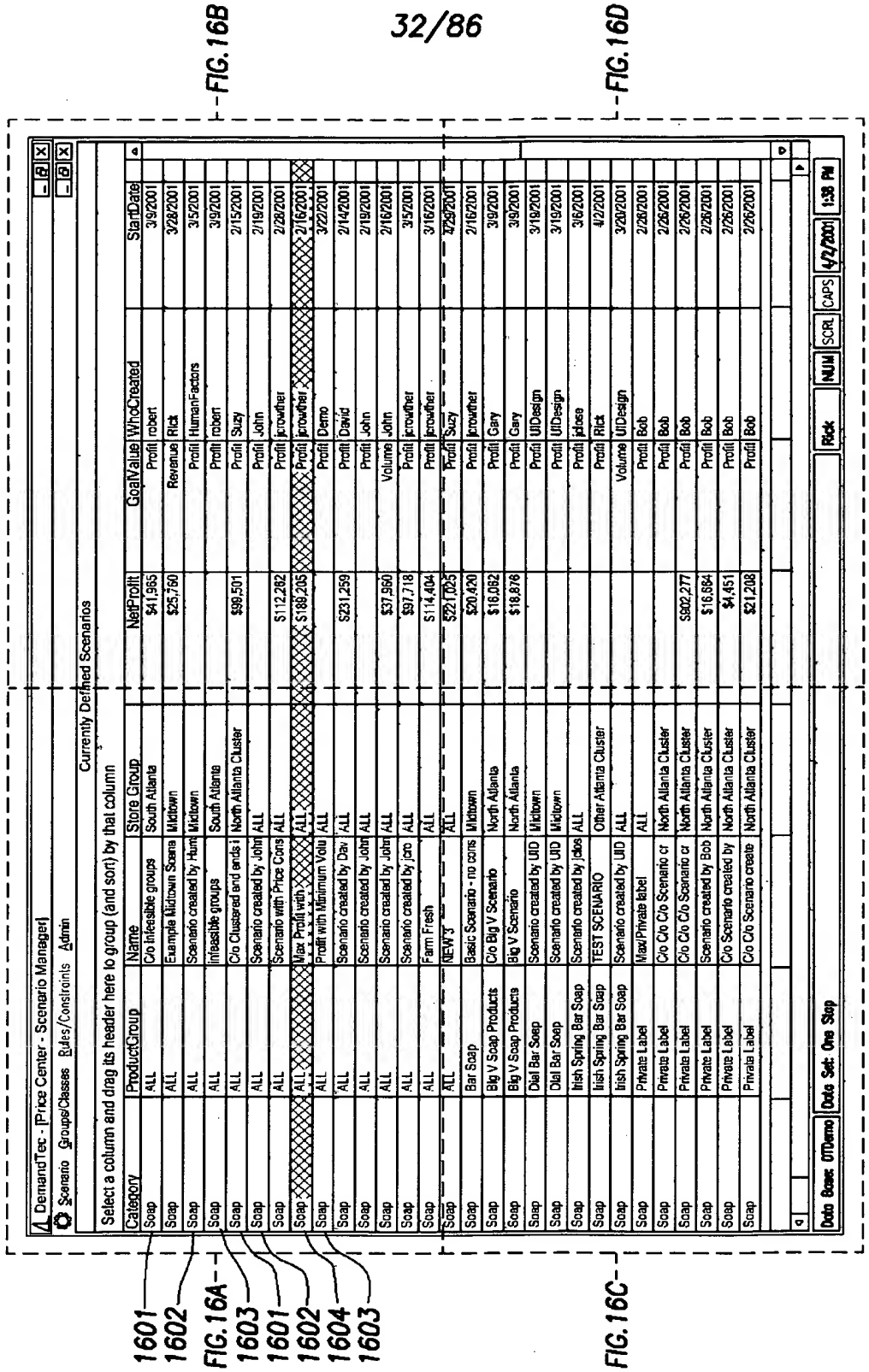

1600
FIG.16B
FIG.16D
DemandTec - [Price Center - Scenario Manager]
Scenario Groups/Classes Rules/Constraints Admin
Currently Defined Scenarios
Select a column and drag its header here to group (and sort) by that column
Category | ProductGroup | Name | Store Group | NetProfit | GoalValue | WhoCreated | StartDate
Soap | ALL | C/o Infeasible groups | South Atlanta | $41,965 | Profit | robert | 3/9/2001
Soap | ALL | Example Midtown Scena | Midtown | $25,760 | Revenue | Rick | 3/28/2001
Soap | ALL | Scenario created by Hunt | Midtown | | Profit | HumanFactors | 3/5/2001
Soap | ALL | Infeasible groups | South Atlanta | | Profit | robert | 3/9/2001
Soap | ALL | C/o Clustered and ends i | North Atlanta Cluster | $99,501 | Profit | Suzy | 2/15/2001
Soap | ALL | Scenario created by John | ALL | | Profit | John | 2/19/2001
Soap | ALL | Scenario with Price Cons | ALL | $112,282 | Profit | jmowther | 2/28/2001
Soap | ALL | Max Profit with | ALL | $189,205 | Profit | jmowther | 2/16/2001
Soap | ALL | Profit with Minimum Volu | ALL | | Profit | Demo | 3/22/2001
Soap | ALL | Scenario created by Dav | ALL | $231,259 | Profit | David | 2/14/2001
Soap | ALL | Scenario created by John | ALL | | Profit | John | 2/19/2001
Soap | ALL | Scenario created by John | ALL | $37,960 | Volume | John | 2/16/2001
Soap | ALL | Scenario created by joe | ALL | $97,718 | Profit | jmowther | 3/5/2001
Soap | ALL | Farm Fresh | ALL | $114,404 | Profit | jmowther | 3/16/2001
Soap | ALL | NEW3 | ALL | $221,025 | Profit | Suzy | 4/29/2001
Soap | Bar Soap | Basic Scenario - no cons | Midtown | $20,420 | Profit | jmowther | 2/16/2001
Soap | Big V Soap Products | C/o Big V Scenario | North Atlanta | $16,082 | Profit | Gary | 3/9/2001
Soap | Big V Soap Products | Big V Scenario | North Atlanta | $18,878 | Profit | Gary | 3/9/2001
Soap | Dial Bar Soap | Scenario created by UID | Midtown | | Profit | UIDesign | 3/19/2001
Soap | Dial Bar Soap | Scenario created by UID | Midtown | | Profit | UIDesign | 3/19/2001
Soap | Irish Spring Bar Soap | Scenario created by jdos | ALL | | Profit | jdos | 3/6/2001
Soap | Irish Spring Bar Soap | TEST SCENARIO | Other Atlanta Cluster | | Profit | Rick | 4/2/2001
Soap | Irish Spring Bar Soap | Scenario created by UID | ALL | | Volume | UIDesign | 3/20/2001
Soap | Private Label | Max/Private label | ALL | | Profit | Bob | 2/28/2001
Soap | Private Label | C/o C/o C/o Scenario cr | North Atlanta Cluster | | Profit | Bob | 2/26/2001
Soap | Private Label | C/o C/o C/o Scenario cr | North Atlanta Cluster | $802,277 | Profit | Bob | 2/26/2001
Soap | Private Label | Scenario created by Bob | North Atlanta Cluster | $16,884 | Profit | Bob | 2/26/2001
Soap | Private Label | C/o Scenario created by | North Atlanta Cluster | $4,451 | Profit | Bob | 2/26/2001
Soap | Private Label | C/o C/o Scenario create | North Atlanta Cluster | $21,208 | Profit | Bob | 2/26/2001
Data Base: DTDemo | Data Set: One Step | Rick | NUM | SCRL | CAPS | 4/2/2001 | 1:38 PM
1601
1602
FIG.16A
1603
1601
1602
1604
1603
FIG.16C

FIG.16

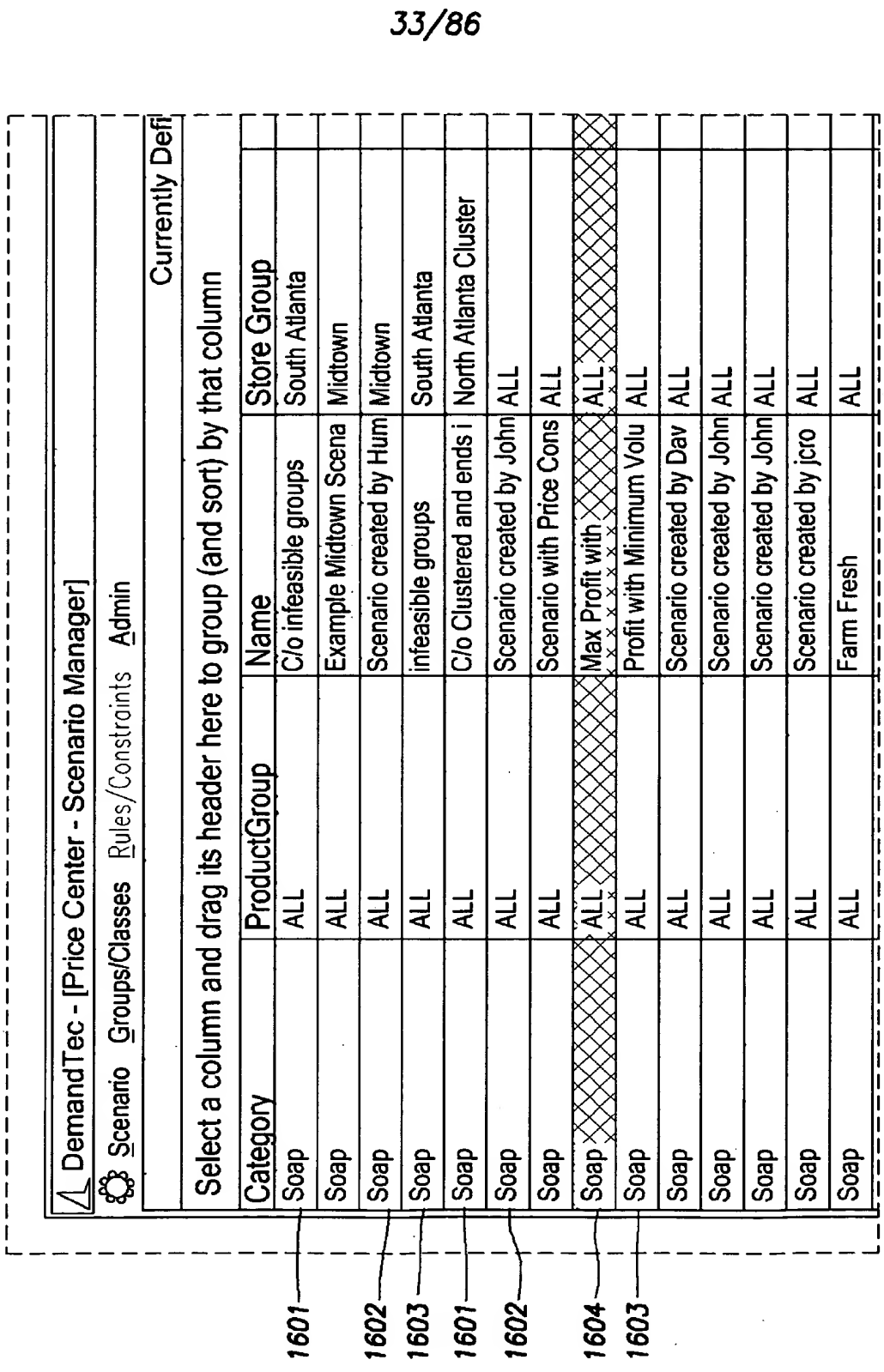

1600
DemandTec - [Price Center - Scenario Manager]
Scenario Groups/Classes Rules/Constraints Admin
Currently Defi
Select a column and drag its header here to group (and sort) by that column
Category
ProductGroup
Name
Store Group
Soap ALL C/o infeasible groups South Atlanta
Soap ALL Example Midtown Scena Midtown
Soap ALL Scenario created by Hum Midtown
Soap ALL infeasible groups South Atlanta
Soap ALL C/o Clustered and ends i North Atlanta Cluster
Soap ALL Scenario created by John ALL
Soap ALL Scenario with Price Cons ALL
Soap ALL Max Profit with ALL
Soap ALL Profit with Minimum Volu ALL
Soap ALL Scenario created by Dav ALL
Soap ALL Scenario created by John ALL
Soap ALL Scenario created by John ALL
Soap ALL Scenario created by jcro ALL
Soap ALL Farm Fresh ALL
1601
1602
1603
1601
1602
1604
1603

FIG. 16A

1600

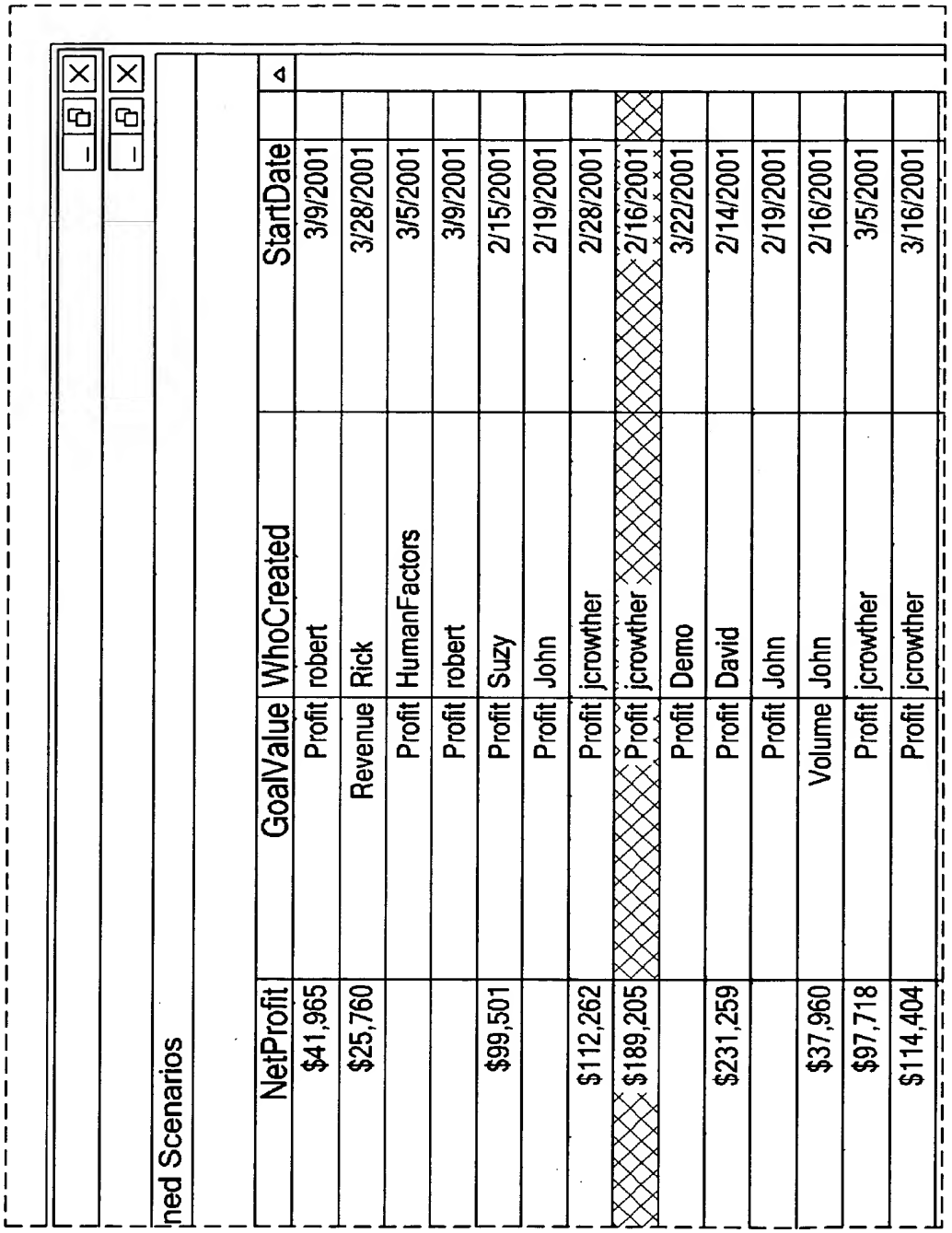

ned Scenarios
NetProfit
GoalValue
WhoCreated
StartDate
$41,965 Profit robert 3/9/2001
$25,760 Revenue Rick 3/28/2001
Profit HumanFactors 3/5/2001
Profit robert 3/9/2001
$99,501 Profit Suzy 2/15/2001
Profit John 2/19/2001
$112,262 Profit jcrowther 2/28/2001
$189,205 Profit jcrowther 2/16/2001
Profit Demo 3/22/2001
$231,259 Profit David 2/14/2001
Profit John 2/19/2001
$37,960 Volume John 2/16/2001
$97,718 Profit jcrowther 3/5/2001
$114,404 Profit jcrowther 3/16/2001

FIG. 16B

1600

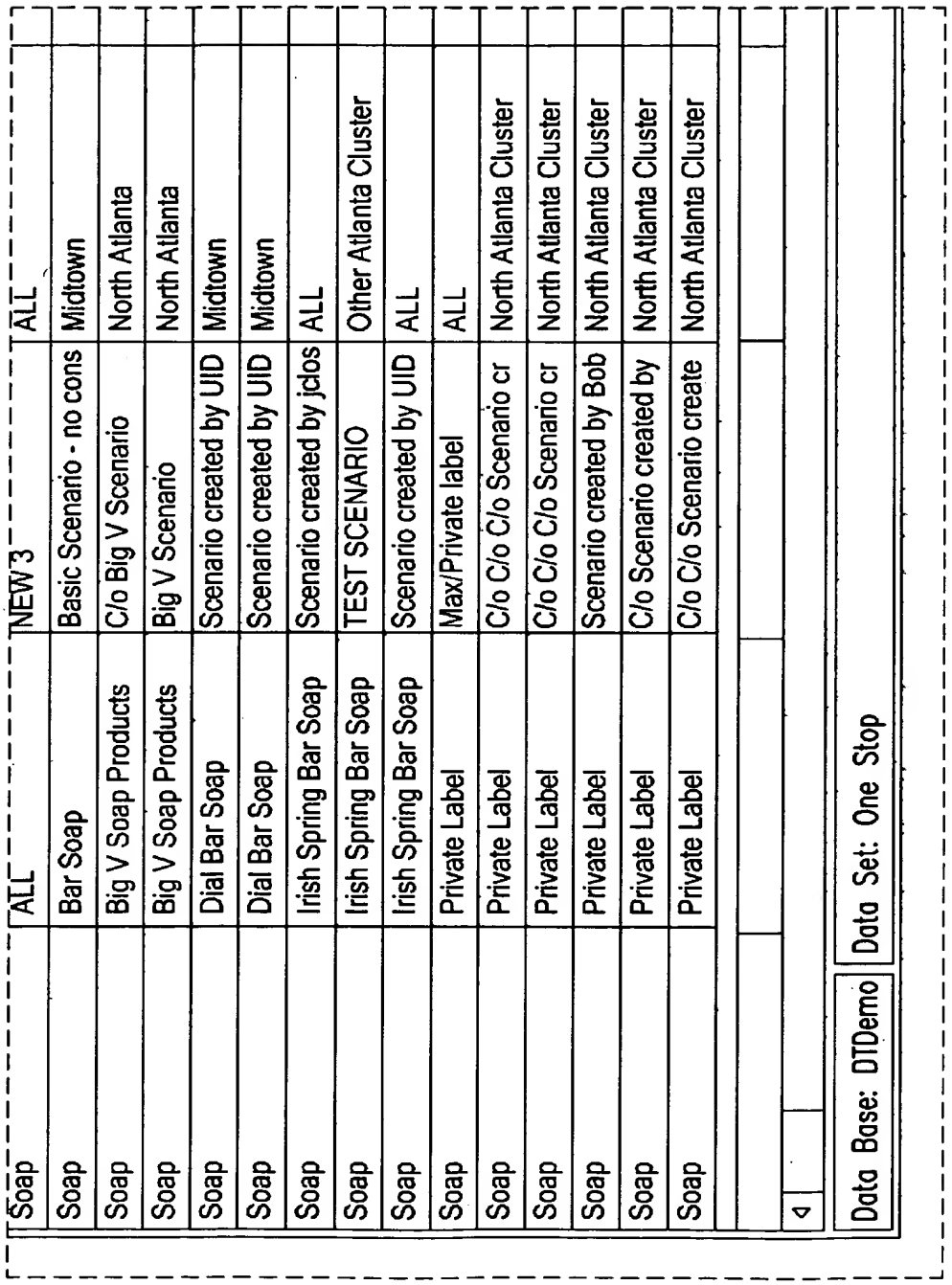

Soap
ALL
NEW 3
ALL
Soap
Bar Soap
Basic Scenario - no cons
Midtown
Soap
Big V Soap Products
C/o Big V Scenario
North Atlanta
Soap
Big V Soap Products
Big V Scenario
North Atlanta
Soap
Dial Bar Soap
Scenario created by UID
Midtown
Soap
Dial Bar Soap
Scenario created by UID
Midtown
Soap
Irish Spring Bar Soap
Scenario created by jdos
ALL
Soap
Irish Spring Bar Soap
TEST SCENARIO
Other Atlanta Cluster
Soap
Irish Spring Bar Soap
Scenario created by UID
ALL
Soap
Private Label
Max/Private label
ALL
Soap
Private Label
C/o C/o C/o Scenario cr
North Atlanta Cluster
Soap
Private Label
C/o C/o C/o Scenario cr
North Atlanta Cluster
Soap
Private Label
Scenario created by Bob
North Atlanta Cluster
Soap
Private Label
C/o Scenario created by
North Atlanta Cluster
Soap
Private Label
C/o C/o Scenario create
North Atlanta Cluster
Data Base: DTDemo
Data Set: One Stop

FIG. 16C

1600

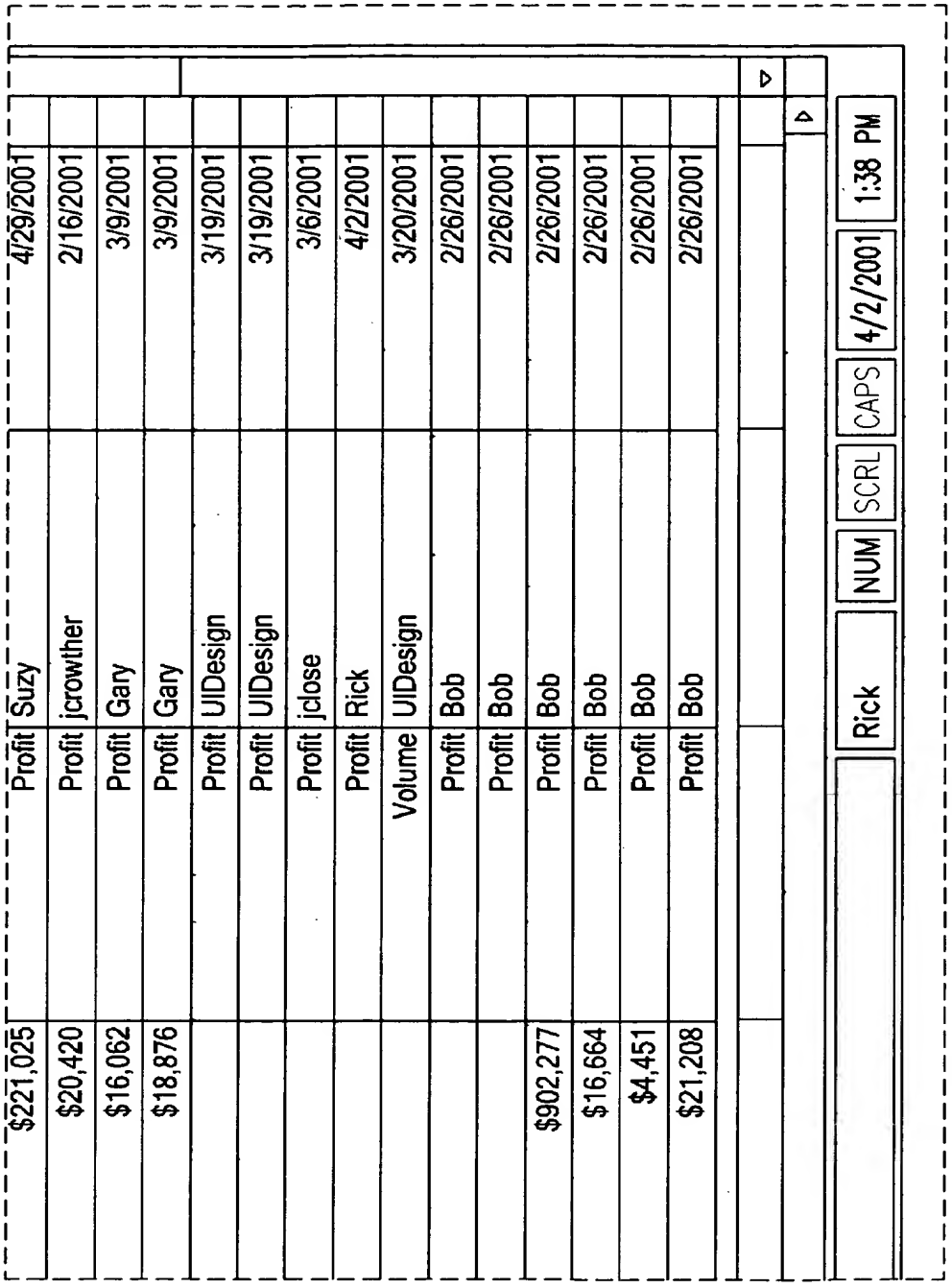

Profit Suzy $221,025 4/29/2001
Profit jcrowther $20,420 2/16/2001
Profit Gary $16,062 3/9/2001
Profit Gary $18,876 3/9/2001
Profit UIDesign 3/19/2001
Profit UIDesign 3/19/2001
Profit jclose 3/6/2001
Profit Rick 4/2/2001
Volume UIDesign 3/20/2001
Profit Bob 2/26/2001
Profit Bob 2/26/2001
Profit Bob $902,277 2/26/2001
Profit Bob $16,664 2/26/2001
Profit Bob $4,451 2/26/2001
Profit Bob $21,208 2/26/2001
Rick
NUM
SCRL
CAPS
4/2/2001
1:38 PM

FIG.16D

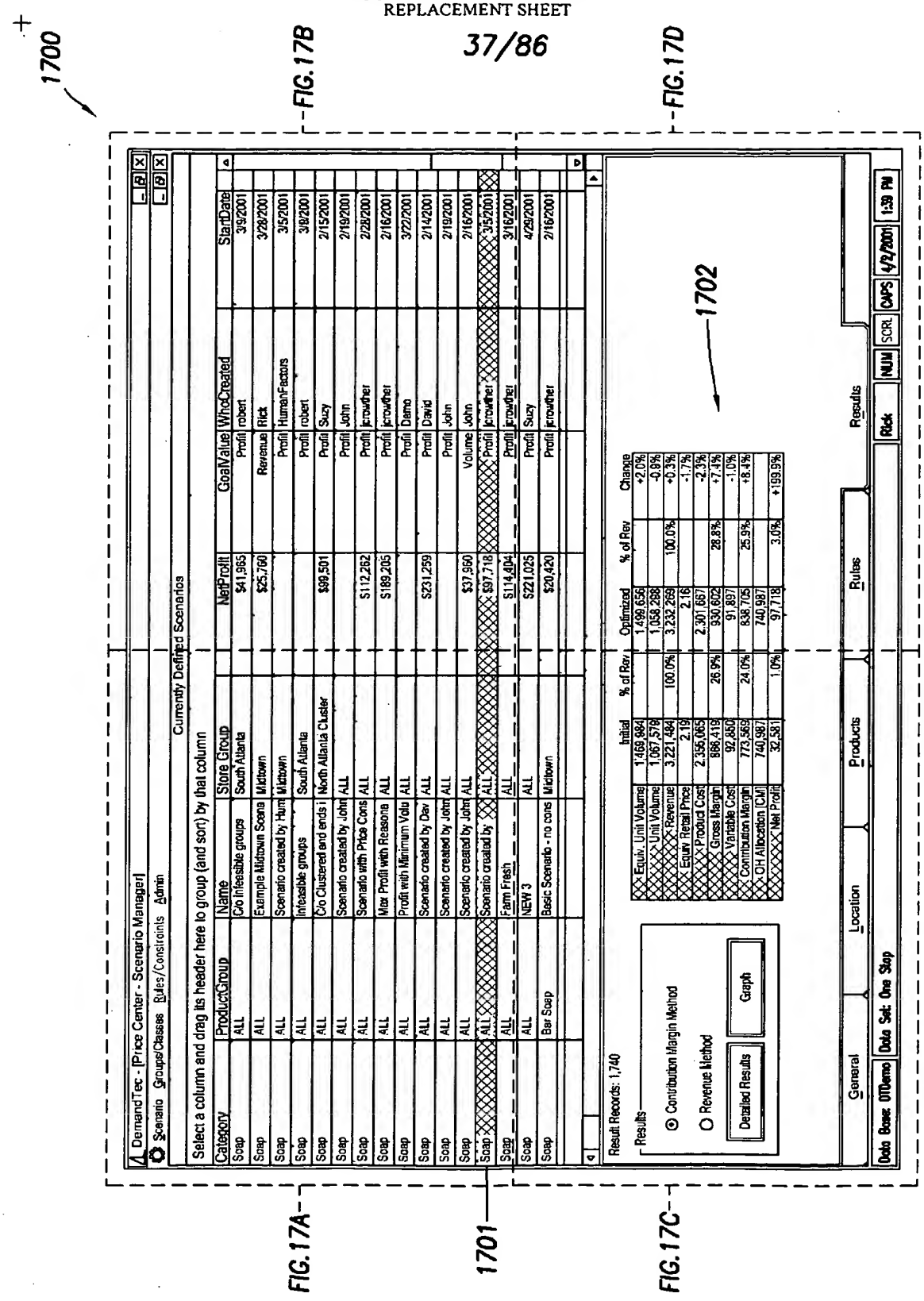

1700
FIG.17B
FIG.17D
DemandTec - [Price Center - Scenario Manager]
Scenario Groups/Classes Rules/Constraints Admin
Currently Defined Scenarios
Select a column and drag its header here to group (and sort) by that column
Category | ProductGroup | Name | Store Group | NetProfit | GoalValue | WhoCreated | StartDate
Result Records: 1,740
Results
Contribution Margin Method
Revenue Method
Detailed Results
Graph
Initial | % of Rev | Optimized | % of Rev | Change
Equiv. Unit Volume | 1,469,884 | 1,499,656 | +2.0%
Unit Volume | 1,067,578 | 1,058,288 | -0.9%
X Revenue | 3,221,484 | 100.0% | 3,232,269 | 100.0% | +0.3%
Equiv Retail Price | 2.19 | 2.16 | -1.7%
X Product Cost | 2,336,065 | 2,301,667 | -2.3%
Gross Margin | 886,418 | 26.9% | 930,602 | 28.8% | +7.1%
Variable Cost | 92,850 | 91,897 | -1.0%
Contribution Margin | 773,569 | 24.0% | 838,705 | 25.9% | +8.4%
OH Allocation [CM] | 740,987 | 740,987
Net Profit | 32,581 | 1.0% | 97,718 | 3.0% | +199.9%
General | Location | Products | Rules | Results
Data Base: DTDemo | Data Set: One Step | Rick | NUM | SCRL | CAPS | 4/2/2001 | 1:39 PM
1702
1701
FIG.17A
FIG.17C

FIG.17

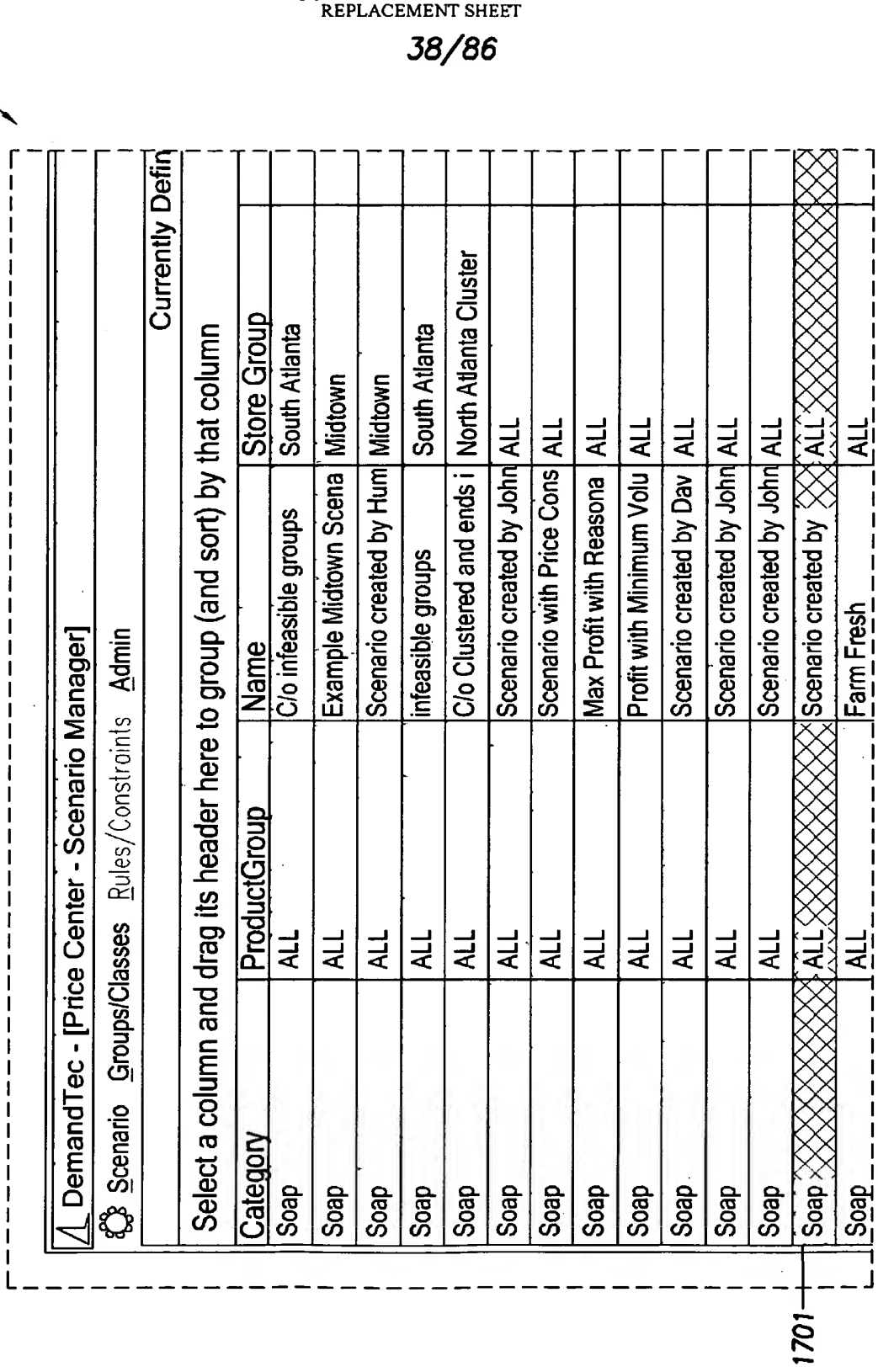

1700
DemandTec - [Price Center - Scenario Manager]
Scenario Groups/Classes Rules/Constraints Admin
Currently Defin
Select a column and drag its header here to group (and sort) by that column
Category
ProductGroup
Name
Store Group
Soap ALL C/o infeasible groups South Atlanta
Soap ALL Example Midtown Scena Midtown
Soap ALL Scenario created by Hum Midtown
Soap ALL infeasible groups South Atlanta
Soap ALL C/o Clustered and ends i North Atlanta Cluster
Soap ALL Scenario created by John ALL
Soap ALL Scenario with Price Cons ALL
Soap ALL Max Profit with Reasona ALL
Soap ALL Profit with Minimum Volu ALL
Soap ALL Scenario created by Dav ALL
Soap ALL Scenario created by John ALL
Soap ALL Scenario created by John ALL
Soap ALL Scenario created by ALL
Soap ALL Farm Fresh ALL
1701

FIG. 17A

1700

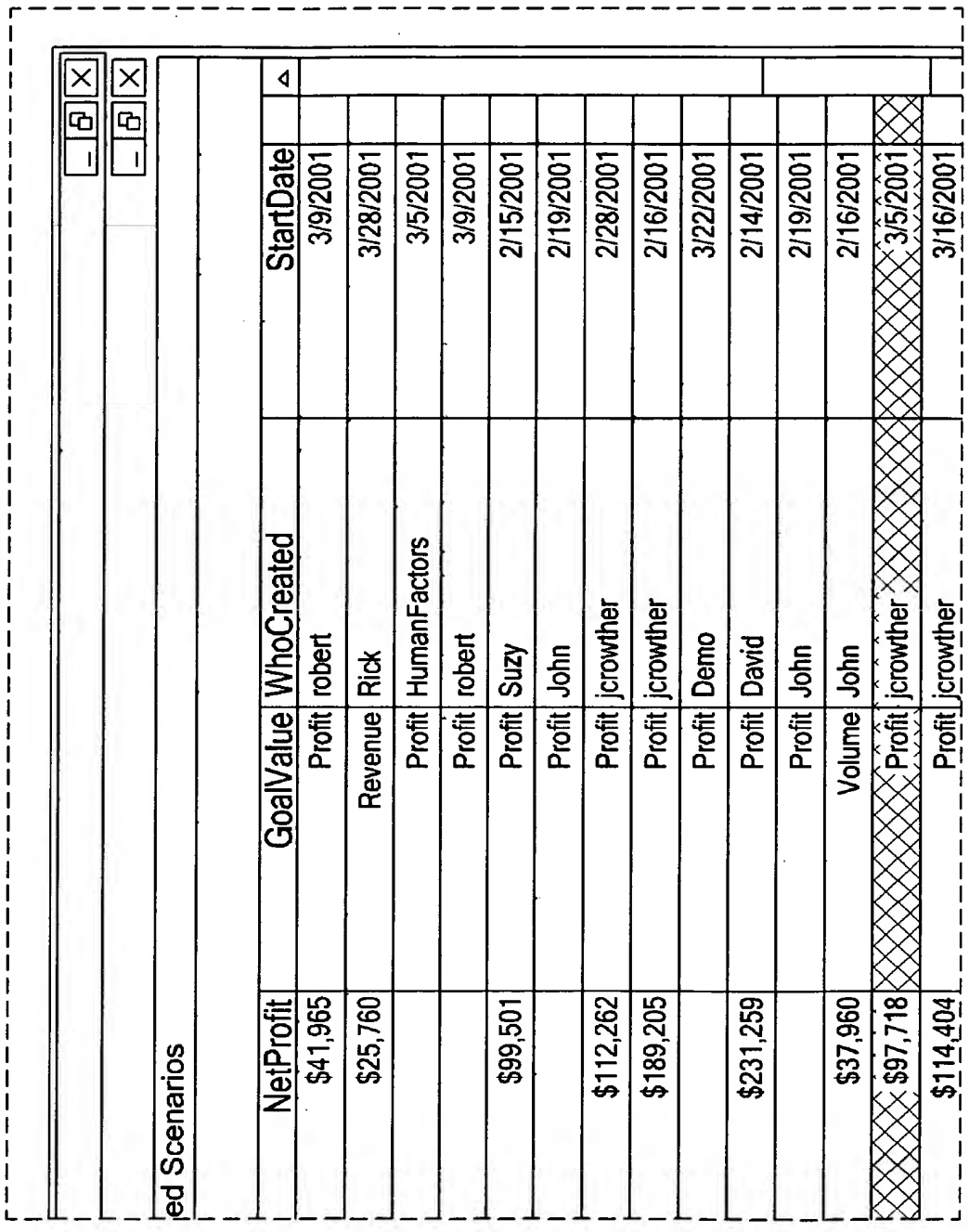

ed Scenarios
NetProfit
GoalValue
WhoCreated
StartDate
$41,965 Profit robert 3/9/2001
$25,760 Revenue Rick 3/28/2001
Profit HumanFactors 3/5/2001
Profit robert 3/9/2001
$99,501 Profit Suzy 2/15/2001
Profit John 2/19/2001
$112,262 Profit jcrowther 2/28/2001
$189,205 Profit jcrowther 2/16/2001
Profit Demo 3/22/2001
$231,259 Profit David 2/14/2001
Profit John 2/19/2001
$37,960 Volume John 2/16/2001
$97,718 Profit jcrowther 3/5/2001
$114,404 Profit jcrowther 3/16/2001

FIG.17B

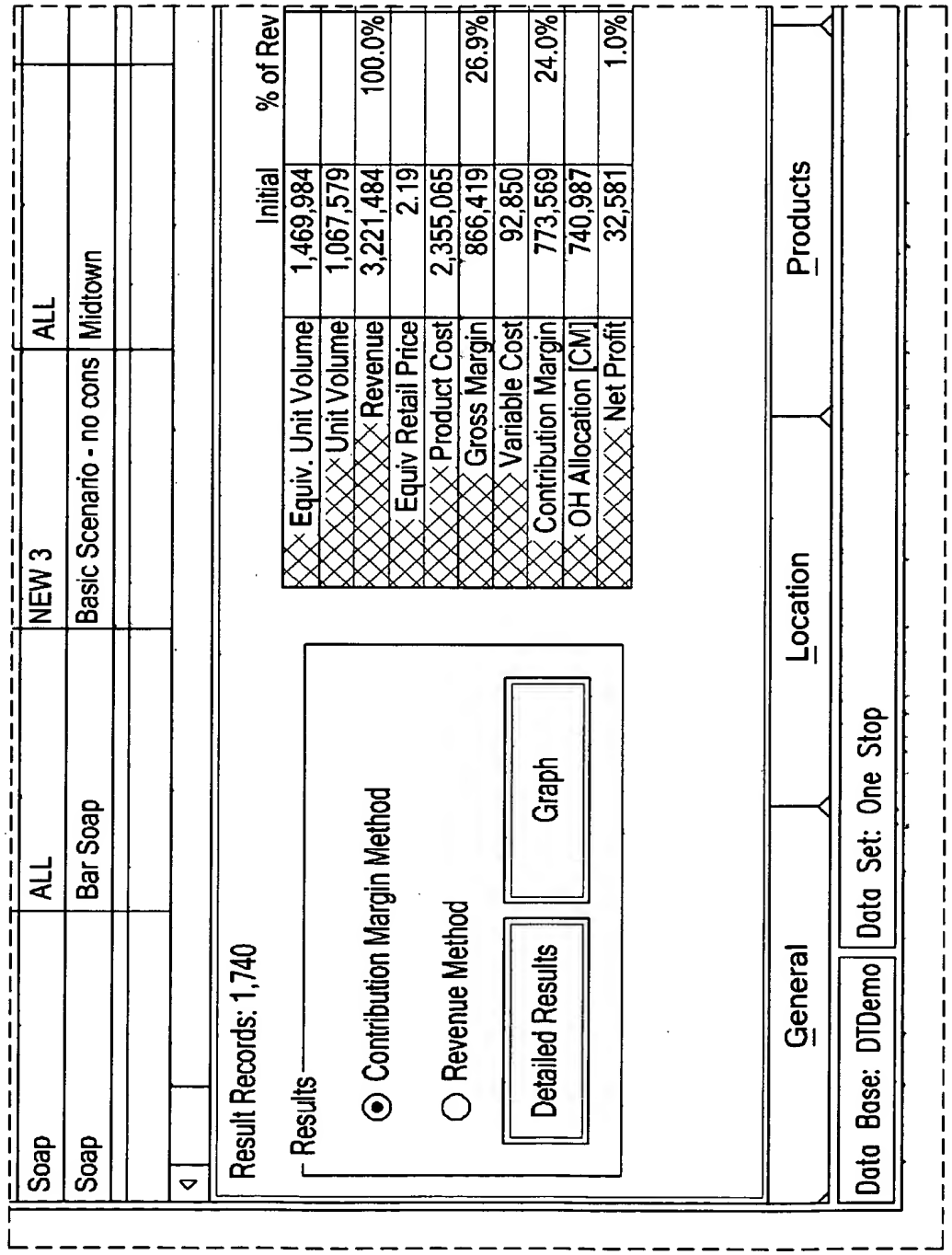

1700
Soap
ALL
NEW 3
ALL
Soap
Bar Soap
Basic Scenario - no cons
Midtown
Result Records: 1,740
Results
Contribution Margin Method
Revenue Method
Detailed Results
Graph
Initial
% of Rev
Equiv. Unit Volume 1,469,984
Unit Volume 1,067,579
Revenue 3,221,484 100.0%
Equiv Retail Price 2.19
Product Cost 2,355,065
Gross Margin 866,419 26.9%
Variable Cost 92,850
Contribution Margin 773,569 24.0%
OH Allocation [CM] 740,987
Net Profit 32,581 1.0%
General
Location
Products
Data Base: DTDemo
Data Set: One Stop

FIG. 17C

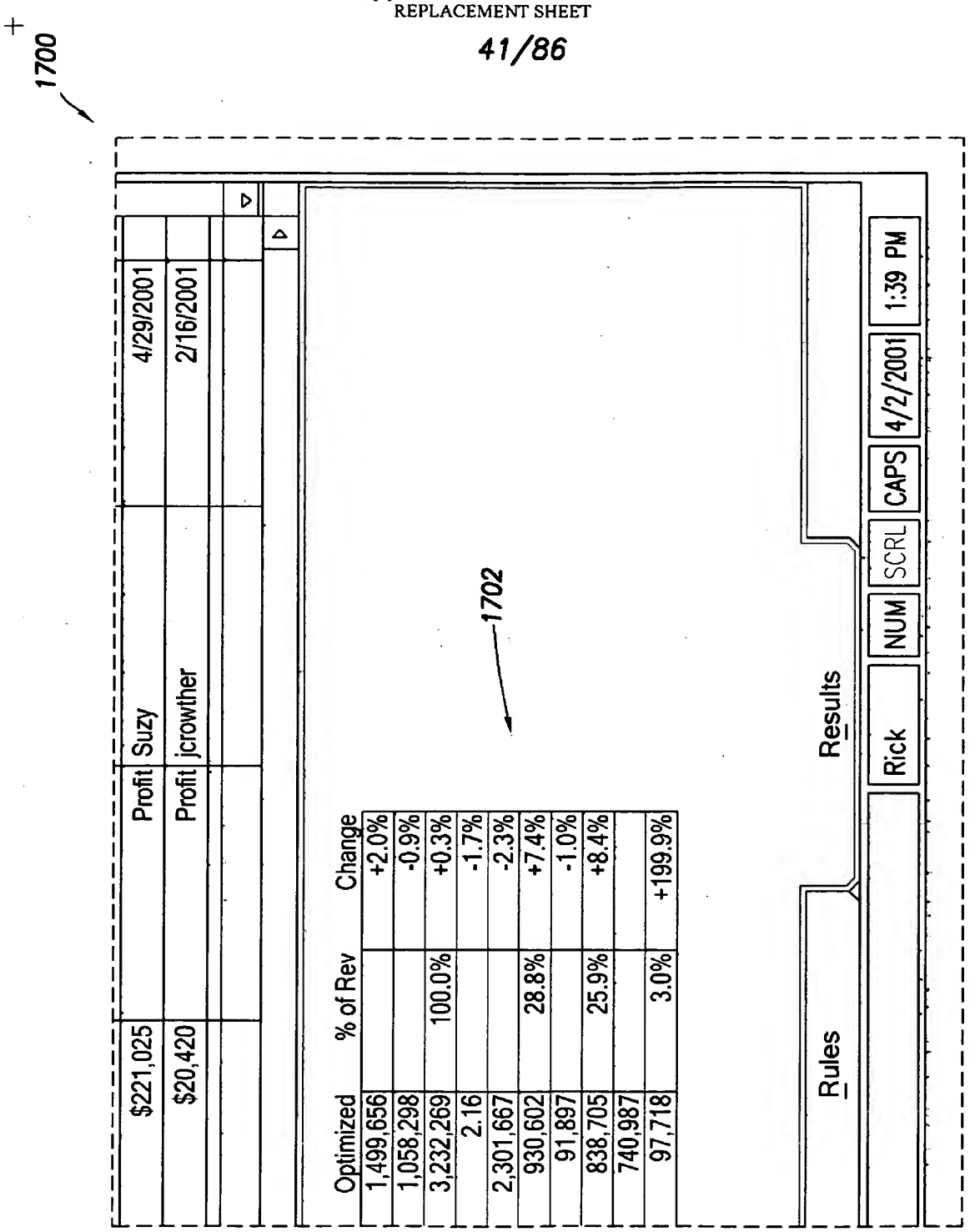
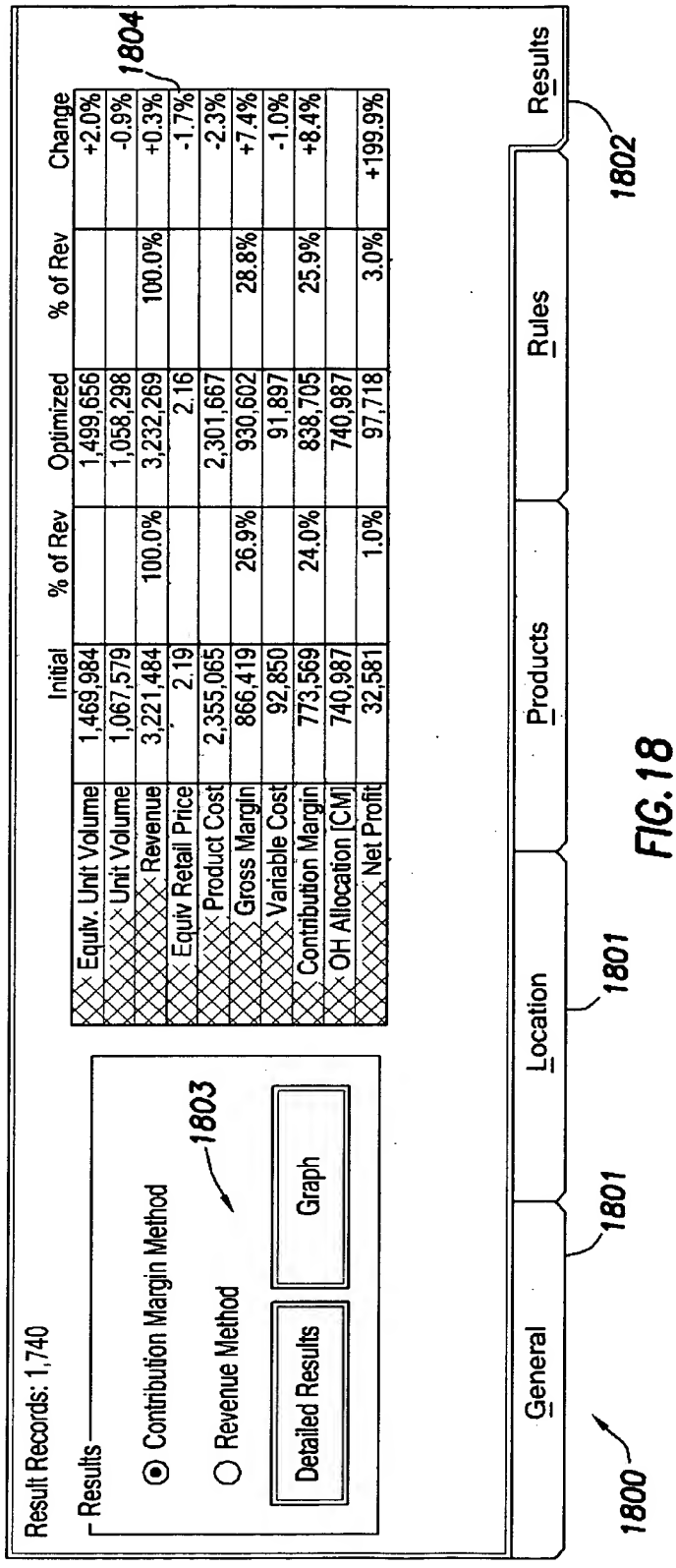
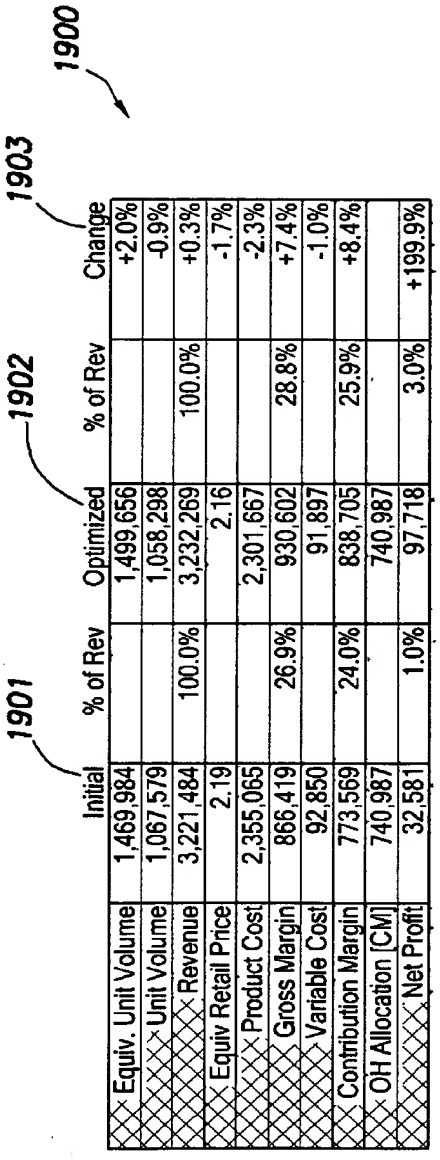

1700
1702
Profit Suzy
4/29/2001
Profit jcrowther
2/16/2001
$221,025
$20,420
Optimized
% of Rev
Change
1,499,656
+2.0%
1,058,298
-0.9%
3,232,269
100.0%
+0.3%
2.16
-1.7%
2,301,667
-2.3%
930,602
28.8%
+7.4%
91,897
-1.0%
838,705
25.9%
+8.4%
740,987
97,718
3.0%
+199.9%
Results
Rules
Rick
NUM
SCRL
CAPS
4/2/2001
1:39 PM

FIG. 17D



	Initial	% of Rev	Optimized	% of Rev	Change
Equiv. Unit Volume	1,469,984		1,499,656		+2.0%
Unit Volume	1,067,579		1,058,298		-0.9%
Revenue	3,221,484	100.0%	3,232,269	100.0%	+0.3%
Equiv Retail Price	2.19		2.16		-1.7%
Product Cost	2,355,065		2,301,667		-2.3%
Gross Margin	866,419	26.9%	930,602	28.8%	+7.4%
Variable Cost	92,850		91,897		-1.0%
Contribution Margin	773,569	24.0%	838,705	25.9%	+8.4%
OH Allocation [CM]	740,987		740,987		
Net Profit	32,581	1.0%	97,718	3.0%	+199.9%

FIG. 18



	Initial	% of Rev	Optimized	% of Rev	Change
Equiv. Unit Volume	1,469,984		1,499,656		+2.0%
Unit Volume	1,067,579		1,058,298		-0.9%
Revenue	3,221,484	100.0%	3,232,269	100.0%	+0.3%
Equiv Retail Price	2.19		2.16		-1.7%
Product Cost	2,355,065		2,301,667		-2.3%
Gross Margin	866,419	26.9%	930,602	28.8%	+7.4%
Variable Cost	92,850		91,897		-1.0%
Contribution Margin	773,569	24.0%	838,705	25.9%	+8.4%
OH Allocation [CM]	740,987		740,987		
Net Profit	32,581	1.0%	97,718	3.0%	+199.9%

FIG. 19

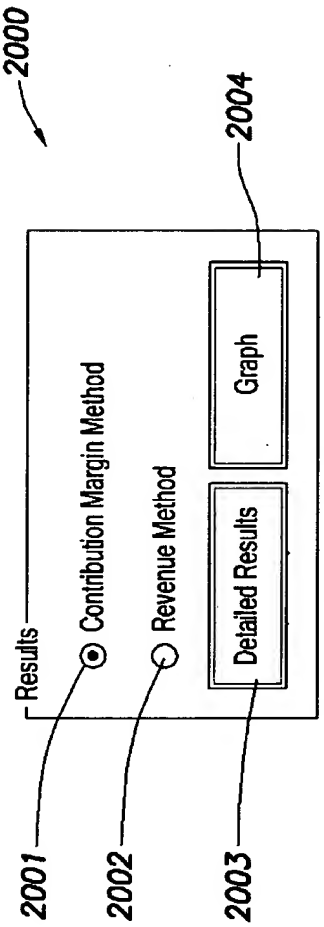

2000
2004
Results
Contribution Margin Method
Revenue Method
Graph
Detailed Results
2001
2002
2003

FIG.20

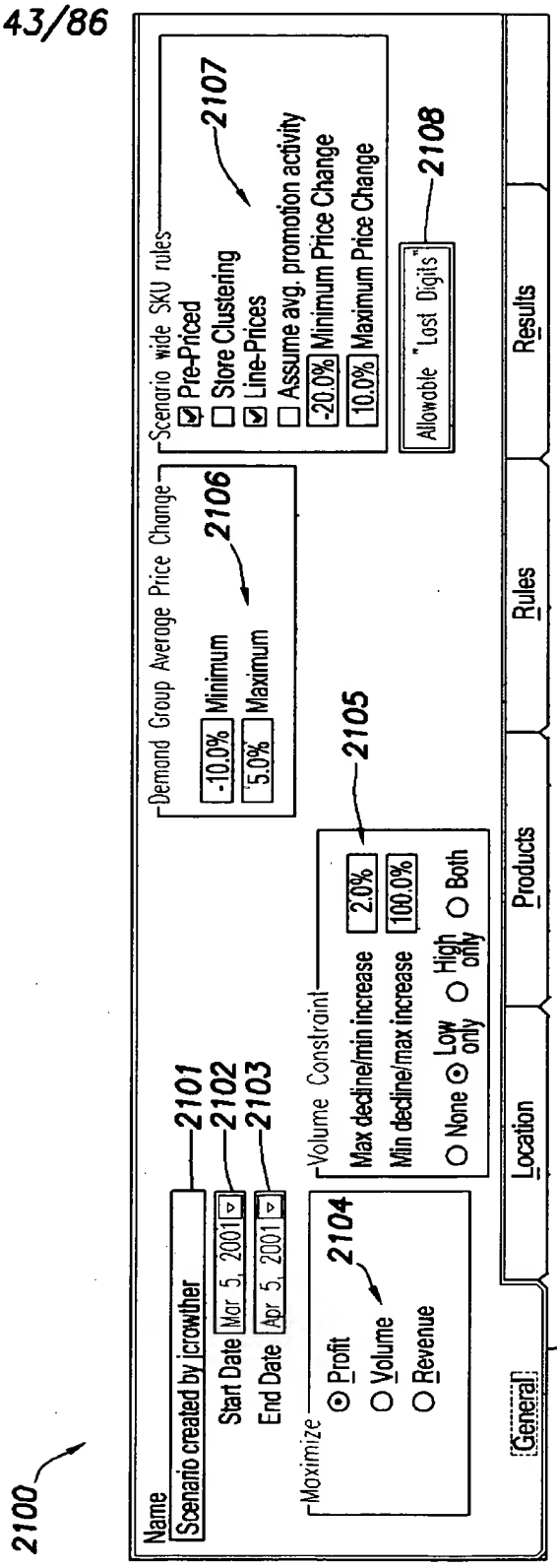
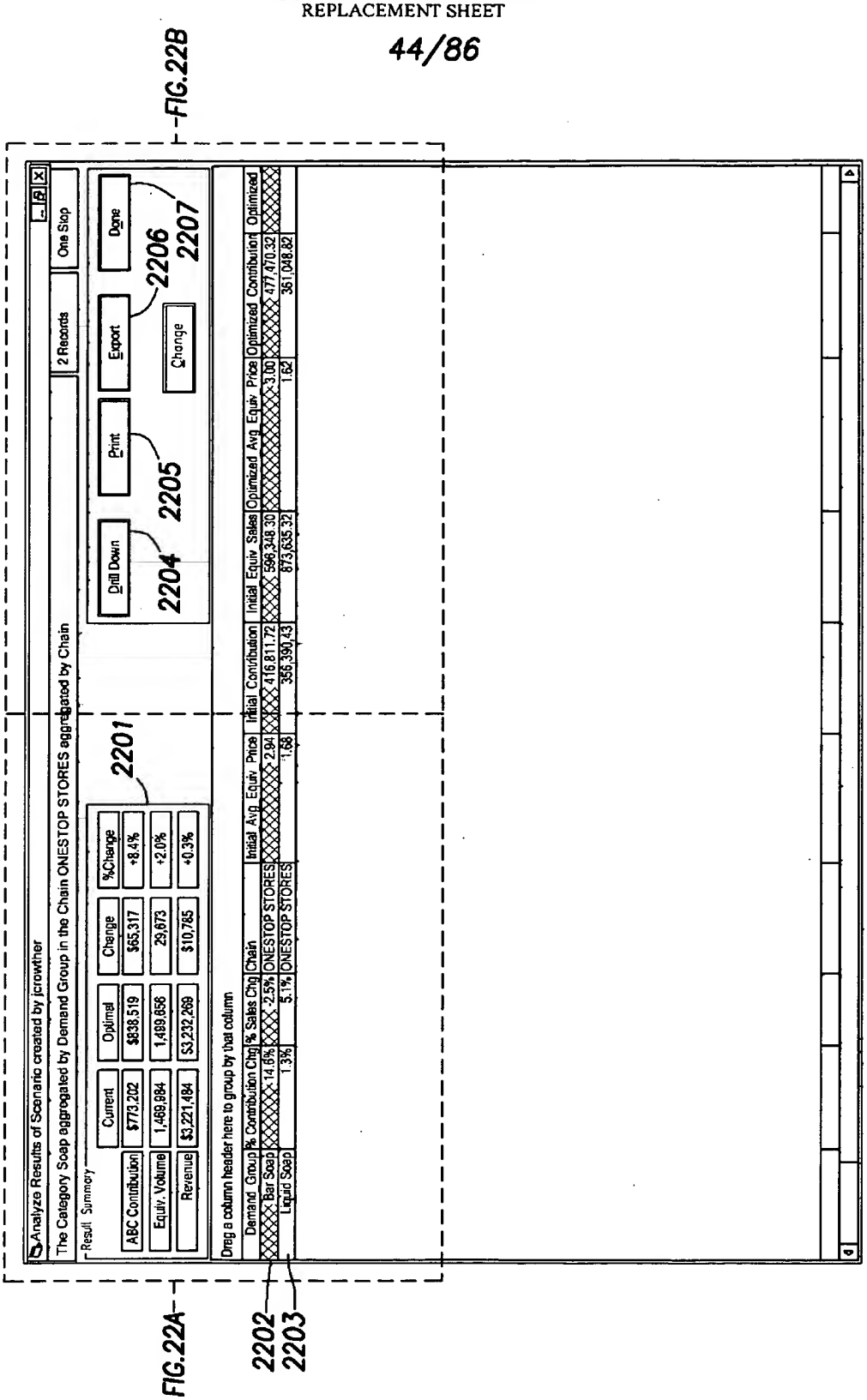

2100
Name
Scenario created by jcrowther
2101
Start Date Mar 5, 2001
2102
End Date Apr 5, 2001
2103
Maximize
Profit
Volume
Revenue
2104
Volume Constraint
Max decline/min increase 2.0%
Min decline/max increase 100.0%
None Low only High only Both
2105
Demand Group Average Price Change
-10.0% Minimum
5.0% Maximum
2106
Scenario wide SKU rules
Pre-Priced
Store Clustering
Line-Prices
Assume avg. promotion activity
-20.0% Minimum Price Change
10.0% Maximum Price Change
2107
Allowable "Lost Digits"
2108
General
Location
Products
Rules
Results
2109

FIG.21


2200
FIG.22B
Analyze Results of Scenario created by jcrowther
The Category Soap aggregated by Demand Group in the Chain ONESTOP STORES aggregated by Chain
2 Records
One Stop
Result Summary
Current
Optimal
Change
%Change
ABC Contribution
$773,202
$838,519
$65,317
+8.4%
Equiv. Volume
1,469,984
1,499,658
29,673
+2.0%
Revenue
$3,221,484
$3,232,269
$10,765
+0.3%
2201
Drill Down
Print
Export
Done
Change
2204
2205
2206
2207
Drag a column header here to group by that column
Demand_Group
% Contribution Chg
% Sales Chg
Chain
Initial Avg Equiv. Price
Initial Contribution
Initial Equiv Sales
Optimized Avg Equiv. Price
Optimized Contribution
Optimized
Bar Soap
14.6%
-2.5%
ONESTOP STORES
2.94
416,811.72
596,348.30
3.00
477,470.32
Liquid Soap
1.3%
5.1%
ONESTOP STORES
1.88
356,390.43
873,635.32
1.62
361,048.82
FIG.22A
2202
2203
FIG.22

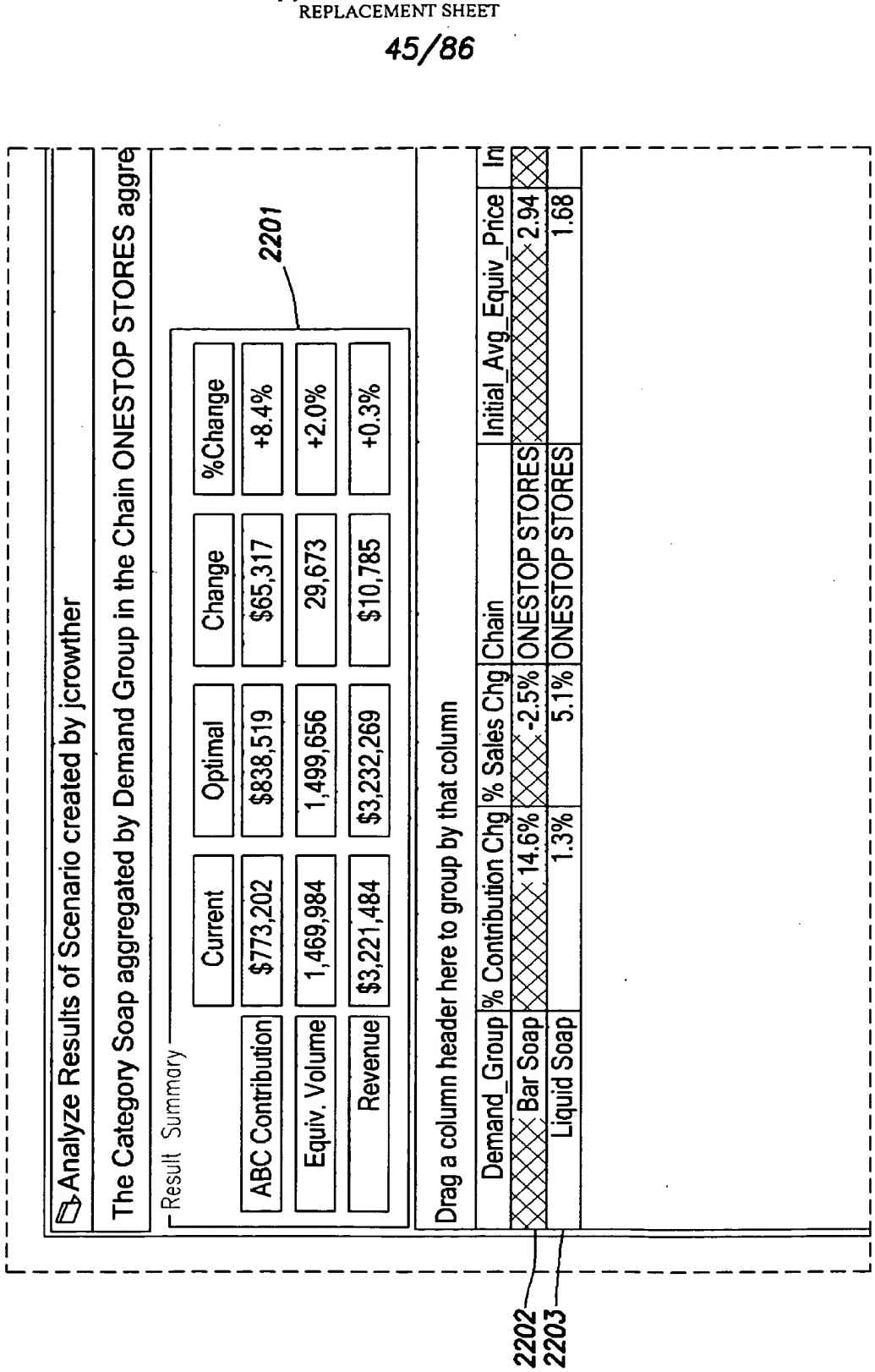

2200
Analyze Results of Scenario created by jcrowther
The Category Soap aggregated by Demand Group in the Chain ONESTOP STORES aggre
Result Summary
2201
Current
Optimal
Change
%Change
ABC Contribution
$773,202
$838,519
$65,317
+8.4%
Equiv. Volume
1,469,984
1,499,656
29,673
+2.0%
Revenue
$3,221,484
$3,232,269
$10,785
+0.3%
Drag a column header here to group by that column
Demand_Group
% Contribution Chg
% Sales Chg
Chain
Initial_Avg_Equiv_Price
Bar Soap
14.6%
-2.5%
ONESTOP STORES
2.94
Liquid Soap
1.3%
5.1%
ONESTOP STORES
1.68
2202
2203

FIG.22A

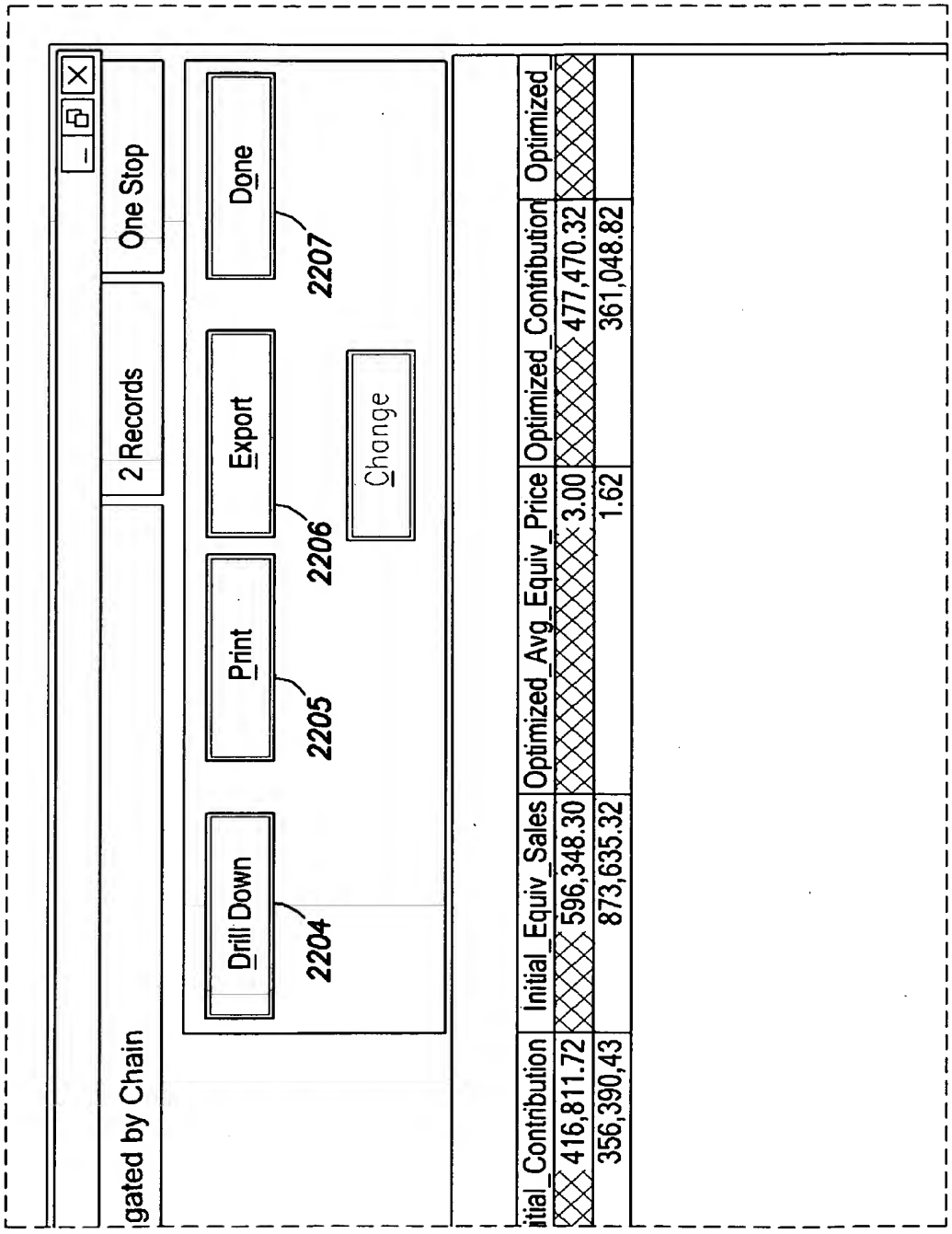

2200
One Stop
2 Records
gated by Chain
Drill Down
Print
Export
Change
Done
2204
2205
2206
2207
itial_Contribution
416,811.72
356,390,43
Initial_Equiv_Sales
596,348.30
873,635.32
Optimized_Avg_Equiv_Price
3.00
1.62
Optimized_Contribution
477,470.32
361,048.82
Optimized

FIG.22B

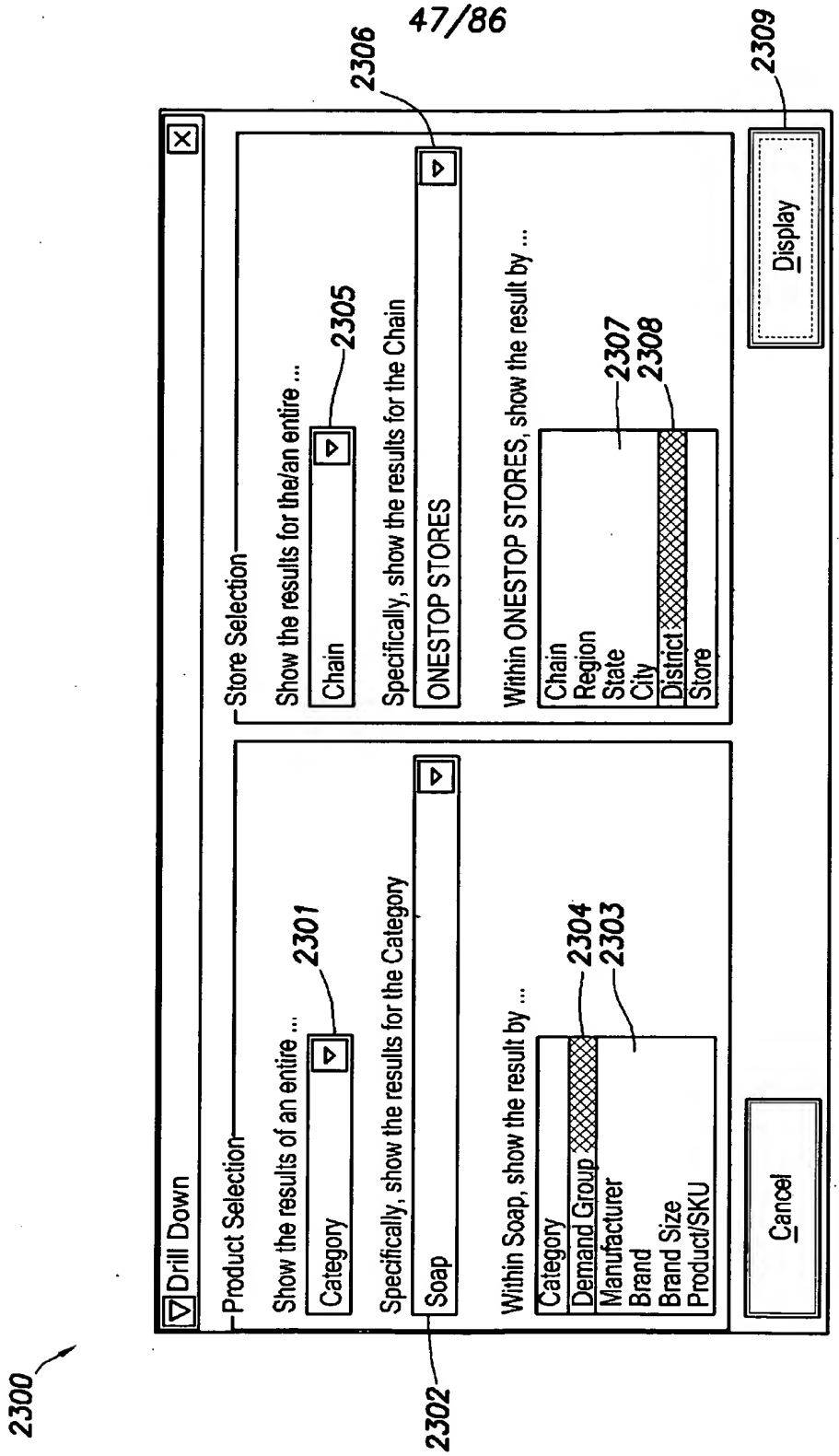

2300
2302
2306
2309
Drill Down
Product Selection
Show the results of an entire ...
2301
Category
Specifically, show the results for the Category
Soap
Within Soap, show the result by ...
2304
2303
Category
Demand Group
Manufacturer
Brand
Brand Size
Product/SKU
Store Selection
Show the results for the/an entire ...
2305
Chain
Specifically, show the results for the Chain
ONESTOP STORES
Within ONESTOP STORES, show the result by ...
2307
2308
Chain
Region
State
City
District
Store
Cancel
Display

FIG.23

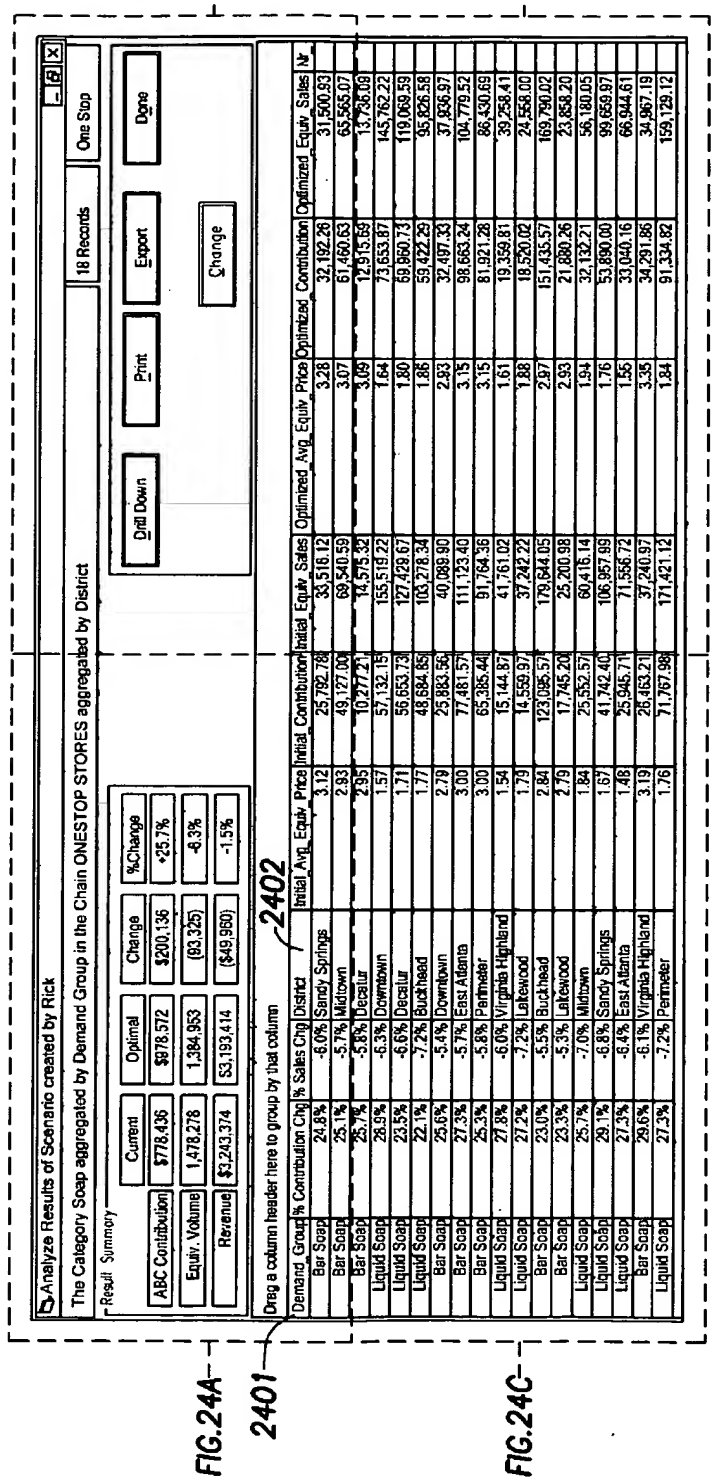

2400
FIG.24B
FIG.24D
FIG.24A
FIG.24C
2401
2402
Analyze Results of Scenario created by Rick
The Category Soap aggregated by Demand Group in the Chain ONESTOP STORES aggregated by District
18 Records
One Stop
Result Summary
Current
Optimal
Change
%Change
ABC Contribution
$778,436
$978,572
$200,136
+25.7%
Equiv. Volume
1,478,278
1,384,953
(93,325)
-6.3%
Revenue
$3,243,374
$3,193,414
($49,960)
-1.5%
Drill Down
Print
Export
Done
Change
Drag a column header here to group by that column
Demand_Group
% Contribution Chg
% Sales Chg
District
Initial_Avg_Equiv_Price
Initial_Contribution
Initial_Equiv_Sales
Optimized_Avg_Equiv_Price
Optimized_Contribution
Optimized_Equiv_Sales
Bar Soap 24.8% -6.0% Sandy Springs 3.12 25,792.78 33,516.12 3.28 32,192.26 31,500.93
Bar Soap 25.1% -5.7% Midtown 2.93 49,177.00 69,540.59 3.07 61,460.63 65,565.07
Bar Soap 25.7% -5.8% Decatur 2.95 10,277.21 14,575.32 3.09 12,915.69 13,736.08
Liquid Soap 26.9% -6.3% Downtown 1.57 57,132.15 155,519.22 1.64 73,653.87 145,762.22
Liquid Soap 23.5% -6.6% Decatur 1.71 56,653.73 127,429.67 1.80 69,860.73 119,069.59
Liquid Soap 22.1% -7.2% Buckhead 1.77 48,684.85 103,278.34 1.86 59,422.29 95,826.58
Bar Soap 25.6% -5.4% Downtown 2.79 25,883.56 40,089.90 2.93 32,497.33 37,936.97
Bar Soap 27.3% -5.7% East Atlanta 3.00 77,481.57 111,123.40 3.15 98,663.24 104,779.52
Bar Soap 25.3% -5.8% Perimeter 3.00 65,385.44 91,764.36 3.15 81,921.28 86,430.69
Liquid Soap 27.8% -6.0% Virginia Highland 1.54 15,144.87 41,761.02 1.61 19,359.81 39,258.41
Liquid Soap 27.2% -7.2% Lakewood 1.79 14,559.97 37,242.22 1.88 18,520.02 24,568.00
Bar Soap 23.0% -5.5% Buckhead 2.84 123,085.57 179,644.05 2.97 151,435.57 169,790.02
Bar Soap 23.3% -5.3% Lakewood 2.79 17,745.20 25,200.98 2.93 21,880.26 23,858.20
Liquid Soap 25.7% -7.0% Midtown 1.84 25,552.57 60,416.14 1.94 32,132.21 56,180.05
Liquid Soap 29.1% -6.8% Sandy Springs 1.67 41,742.40 106,957.89 1.76 53,890.00 99,659.97
Liquid Soap 27.3% -6.4% East Atlanta 1.46 25,945.71 71,566.72 1.55 33,040.16 66,944.61
Bar Soap 29.6% -6.1% Virginia Highland 3.19 26,453.21 37,240.97 3.35 34,291.86 34,967.19
Liquid Soap 27.3% -7.2% Perimeter 1.76 71,767.98 171,421.12 1.84 91,334.82 159,129.12
Nr

FIG.24

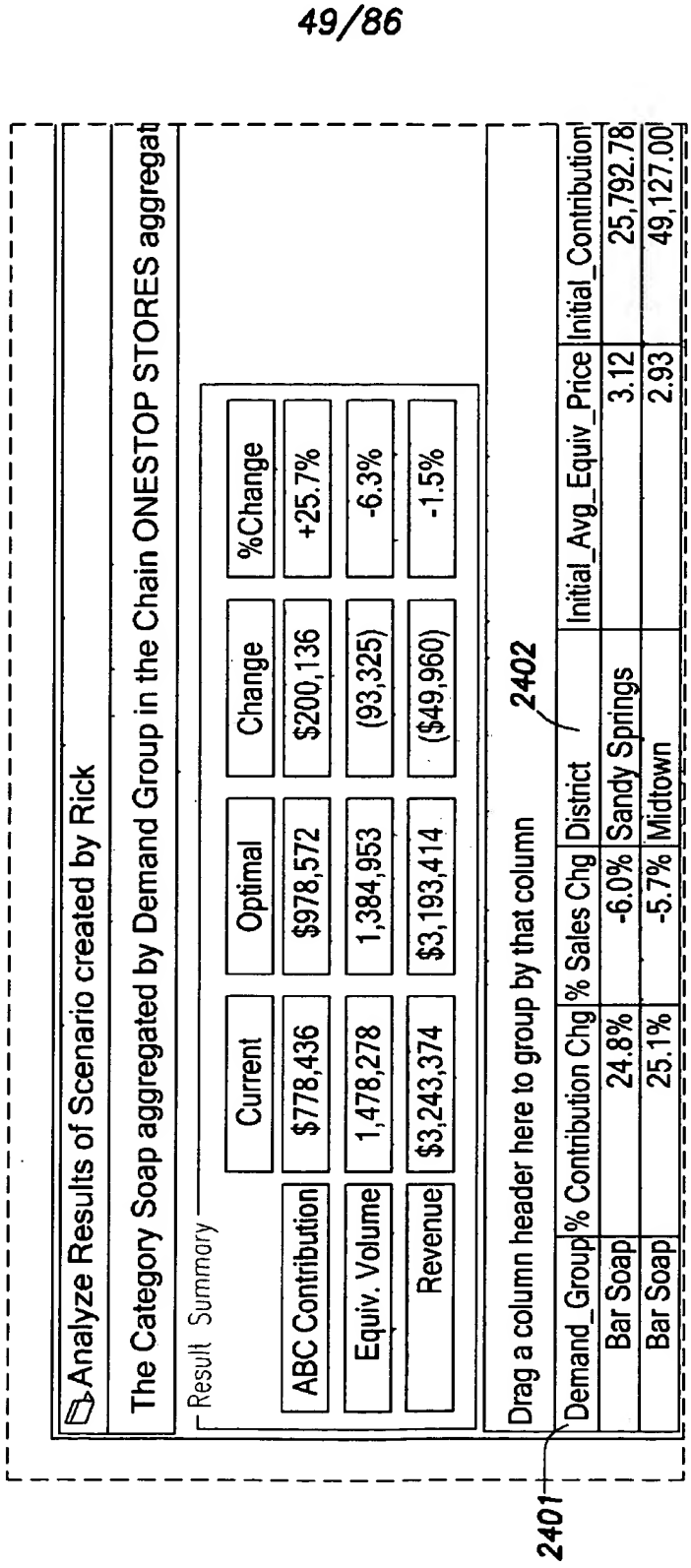

2400
Analyze Results of Scenario created by Rick
The Category Soap aggregated by Demand Group in the Chain ONESTOP STORES aggregat
Result Summary
Current
Optimal
Change
%Change
ABC Contribution
$778,436
$978,572
$200,136
+25.7%
Equiv. Volume
1,478,278
1,384,953
(93,325)
-6.3%
Revenue
$3,243,374
$3,193,414
($49,960)
-1.5%
Drag a column header here to group by that column
2402
Demand_Group
% Contribution Chg
% Sales Chg
District
Initial_Avg_Equiv_Price
Initial_Contribution
Bar Soap
24.8%
-6.0%
Sandy Springs
3.12
25,792.78
Bar Soap
25.1%
-5.7%
Midtown
2.93
49,127.00
2401

FIG.24A

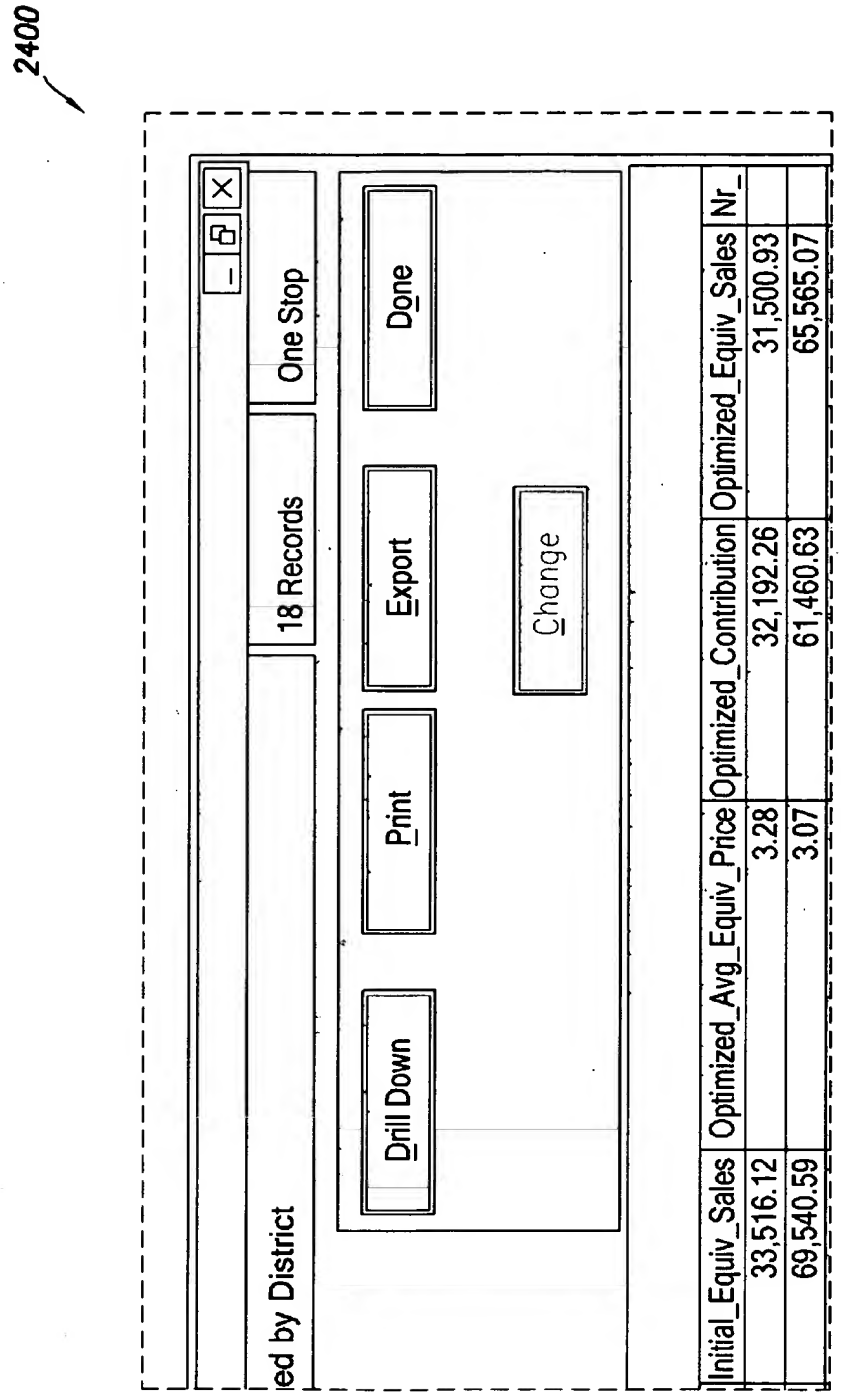

2400
One Stop
18 Records
ed by District
Done
Export
Print
Drill Down
Change
Initial_Equiv_Sales
Optimized_Avg_Equiv_Price
Optimized_Contribution
Optimized_Equiv_Sales
Nr_
33,516.12
3.28
32,192.26
31,500.93
69,540.59
3.07
61,460.63
65,565.07

FIG.24B

2400

Bar Soap	25.7%	-5.8%	Decatur	2.95	10,277.21	
Liquid Soap	28.9%	-6.3%	Downtown	1.57	57,132.15	
Liquid Soap	23.5%	-6.6%	Decatur	1.71	56,653.73	
Liquid Soap	22.1%	-7.2%	Buckhead	1.77	48,684.85	
Bar Soap	25.6%	-5.4%	Downtown	2.79	25,883.56	
Bar Soap	27.3%	-5.7%	East Atlanta	3.00	77,481.57	
Bar Soap	25.3%	-5.8%	Perimeter	3.00	65,385.44	
Liquid Soap	27.8%	-6.0%	Virginia Highland	1.54	15,144.87	
Liquid Soap	27.2%	-7.2%	Lakewood	1.79	14,559.97	
Bar Soap	23.0%	-5.5%	Buckhead	2.84	123,095.57	
Bar Soap	23.3%	-5.3%	Lakewood	2.79	17,745.20	
Liquid Soap	25.7%	-7.0%	Midtown	1.84	25,552.57	
Liquid Soap	29.1%	-6.8%	Sandy Springs	1.67	41,742.40	
Liquid Soap	27.3%	-6.4%	East Atlanta	1.48	25,945.71	
Bar Soap	29.6%	-6.1%	Virginia Highland	3.19	26,463.21	
Liquid Soap	27.3%	-7.2%	Perimeter	1.76	71,767.98	

FIG.24C

2400

14,575.32	3.09	12,915.69	13,736.09														
155,519.22	1.64	73,653.87	145,762.22														
127,429.67	1.80	69,960.73	119,069.59														
103,278.34	1.86	59,422.29	95,826.58														
40,089.90	2.93	32,497.33	37,936.97														
111,123.40	3.15	98,663.24	104,779.52														
91,764.36	3.15	81,921.28	86,430.69														
41,761.02	1.61	19,359.81	39,258.41														
37,242.22	1.88	18,520.02	24,558.00														
179,644.05	2.97	151,435.57	169,790.02														
25,200.98	2.93	21,880.26	23,858.20														
60,416.14	1.94	32,132.21	56,180.05														
106,957.99	1.76	53,890.00	99,659.97														
71,556.72	1.55	33,040.16	66,944.61														
37,240.97	3.35	34,291.86	34,967.19														
171,421.12	1.84	91,334.82	159,129.12														

FIG.24D

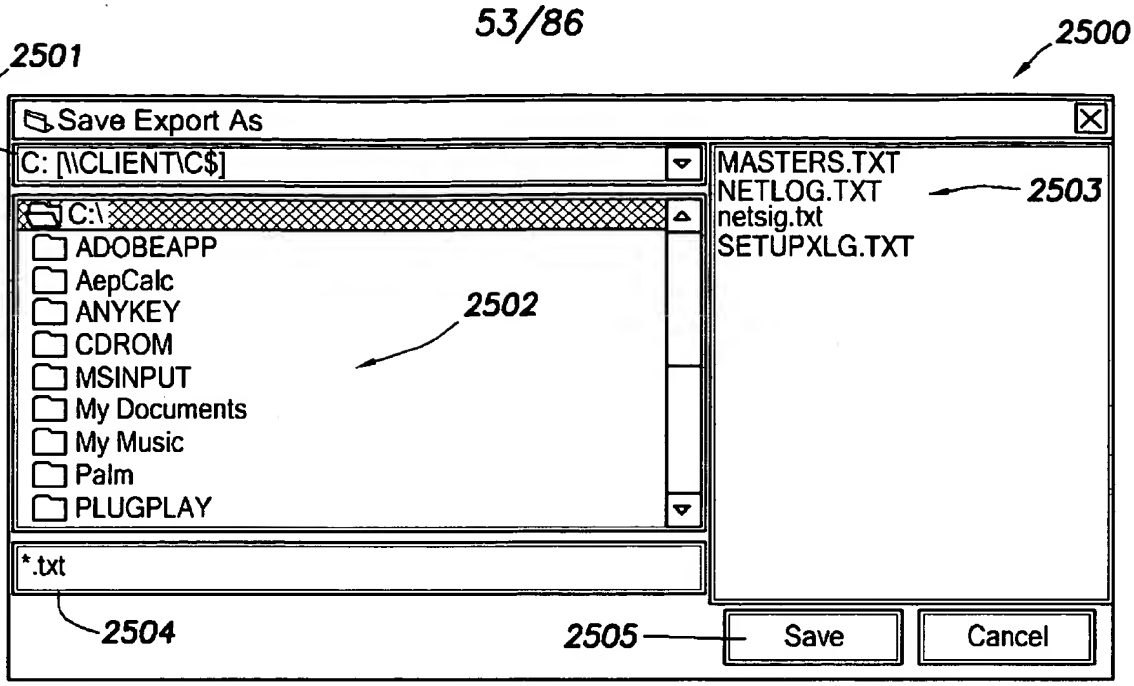
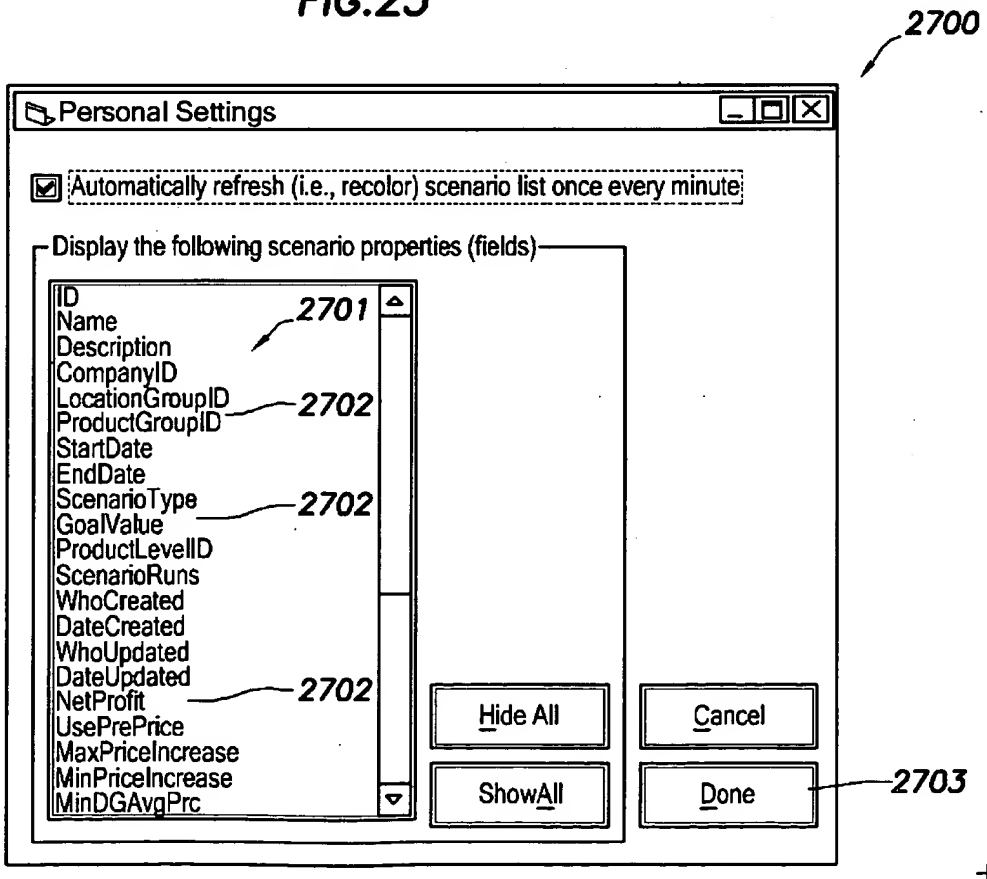

2501
2500
Save Export As
C: [\\CLIENT\C$]
C:\
ADOBEAPP
AepCalc
ANYKEY
CDROM
MSINPUT
My Documents
My Music
Palm
PLUGPLAY
2502
*.txt
2504
MASTERS.TXT
NETLOG.TXT
netsig.txt
SETUPXLG.TXT
2503
2505
Save
Cancel

FIG.25

FIG.27


2700
Personal Settings
Automatically refresh (i.e., recolor) scenario list once every minute
Display the following scenario properties (fields)
ID
Name
Description
CompanyID
LocationGroupID
ProductGroupID
StartDate
EndDate
ScenarioType
GoalValue
ProductLevelID
ScenarioRuns
WhoCreated
DateCreated
WhoUpdated
DateUpdated
NetProfit
UsePrePrice
MaxPriceIncrease
MinPriceIncrease
MinDGAvgPrc
2701
2702
2702
2702
Hide All
ShowAll
Cancel
Done
2703

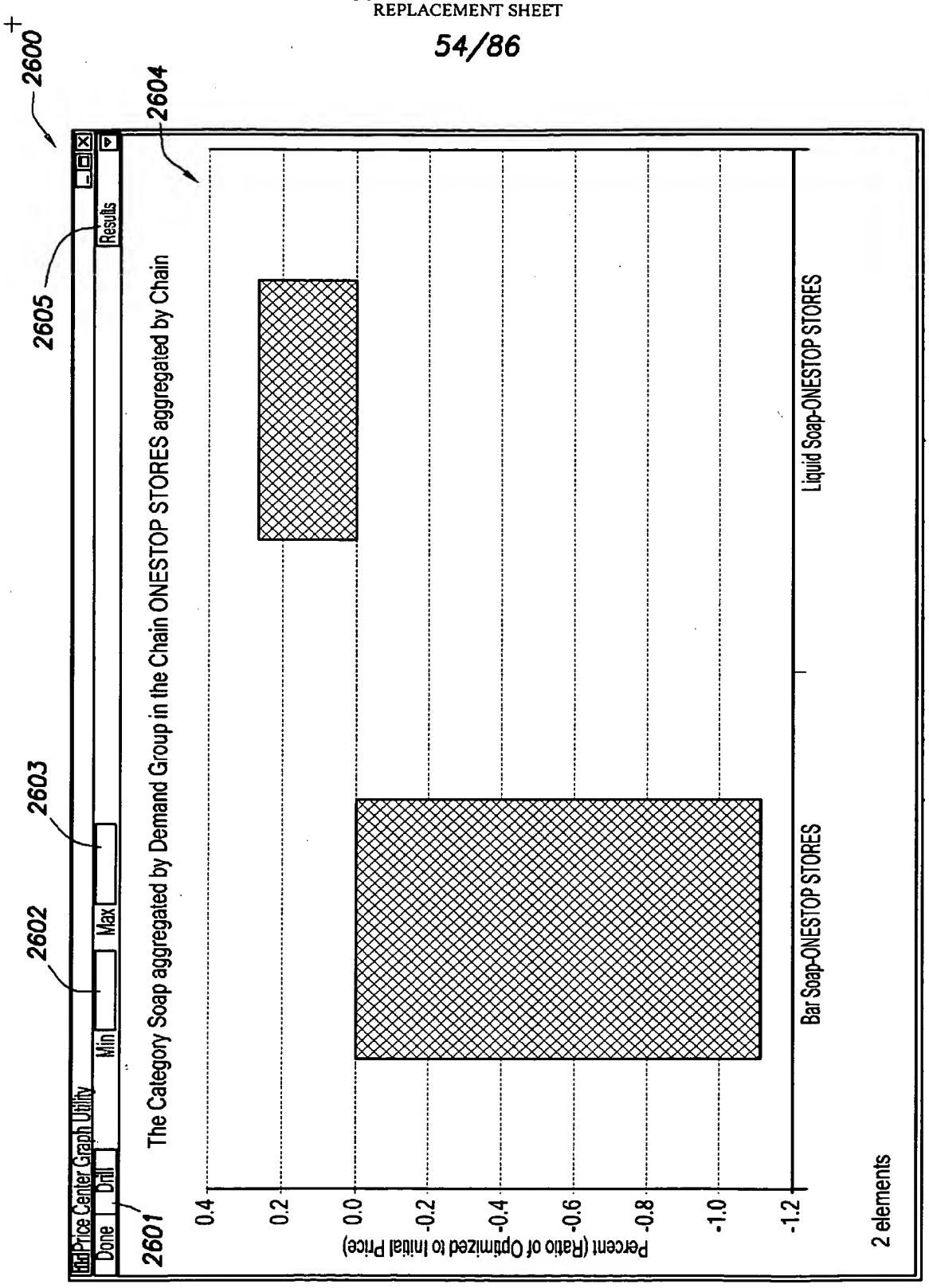
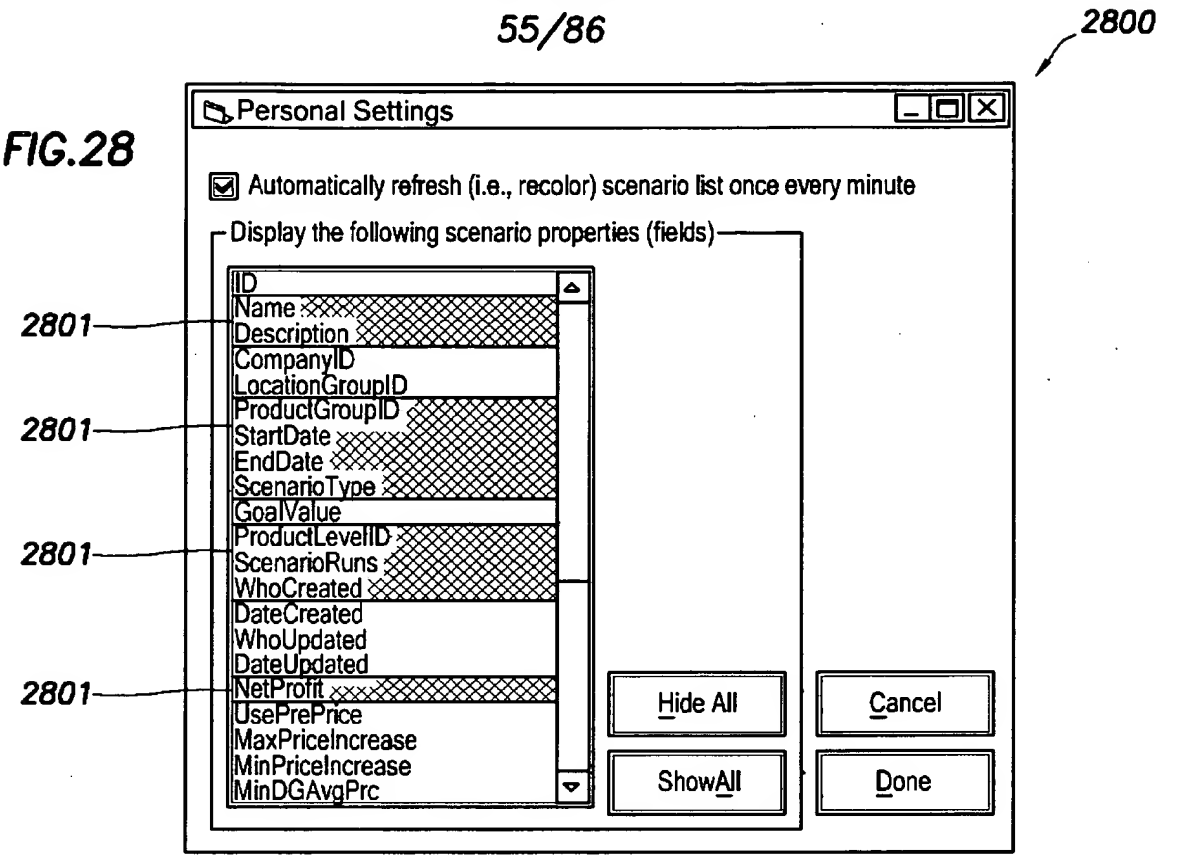

2600
2604
2605
2603
2602
2601
Results
Max
Min
Drill
Done
Price Center Graph Utility
The Category Soap aggregated by Demand Group in the Chain ONESTOP STORES aggregated by Chain
Liquid Soap-ONESTOP STORES
Bar Soap-ONESTOP STORES
2 elements
Percent (Ratio of Optimized to Initial Price)
0.4
0.2
0.0
-0.2
-0.4
-0.6
-0.8
-1.0
-1.2

FIG.26

FIG.28


2800
Personal Settings
Automatically refresh (i.e., recolor) scenario list once every minute
Display the following scenario properties (fields)
2801
2801
2801
2801
ID
Name
Description
CompanyID
LocationGroupID
ProductGroupID
StartDate
EndDate
ScenarioType
GoalValue
ProductLevelID
ScenarioRuns
WhoCreated
DateCreated
WhoUpdated
DateUpdated
NetProfit
UsePrePrice
MaxPriceIncrease
MinPriceIncrease
MinDGAvgPrc
Hide All
Cancel
ShowAll
Done

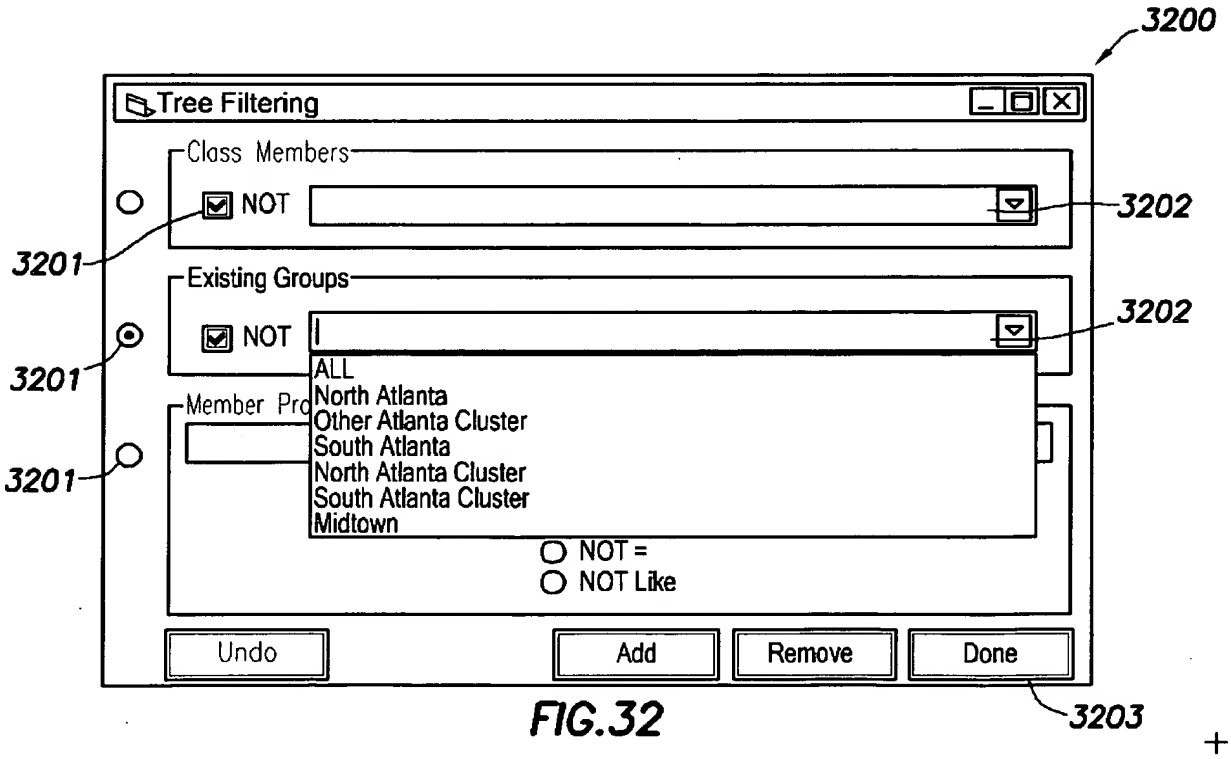

3200
Tree Filtering
Class Members
NOT
3201
3202
Existing Groups
NOT
3201
3202
Member Pro
3201
ALL
North Atlanta
Other Atlanta Cluster
South Atlanta
North Atlanta Cluster
South Atlanta Cluster
Midtown
NOT =
NOT Like
Undo
Add
Remove
Done
3203

FIG.32

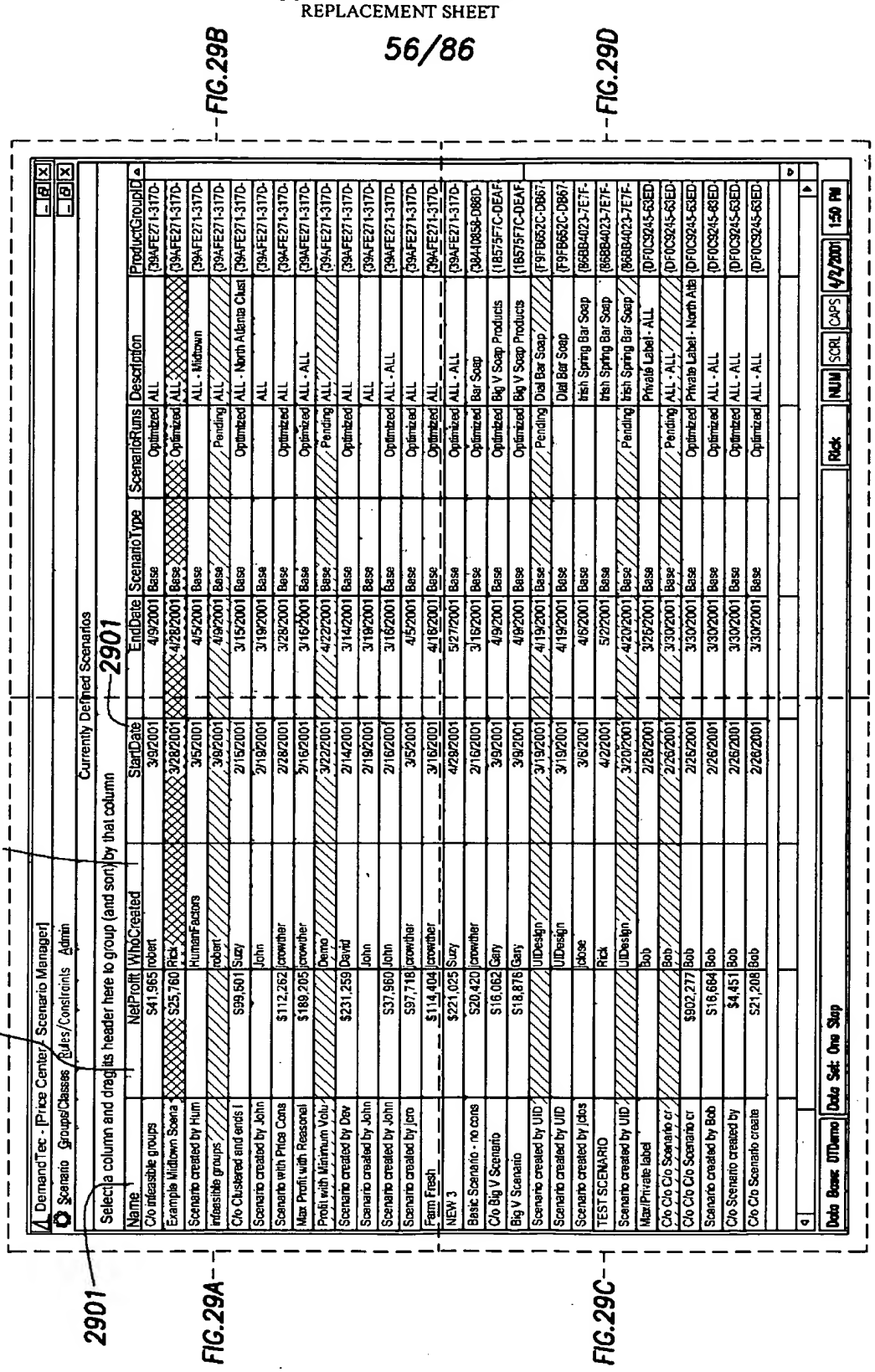

2900
2901
2901
2901
2901
FIG.29A
FIG.29B
FIG.29C
FIG.29D
DemandTec - [Price Center: Scenario Manager]
Scenario Groups/Classes Rules/Constraints Admin
Currently Defined Scenarios
Select a column and drag its header here to group (and sort) by that column
Name | NetProfit | WhoCreated | StartDate | EndDate | ScenarioType | ScenarioRuns | Description | ProductGroupID
C/o infeasible groups | $41,965 | robert | 3/9/2001 | 4/9/2001 | Base | Optimized | ALL | {39AFE271-317D-
Example Midtown Scena | $25,760 | Rick | 3/28/2001 | 4/28/2001 | Base | Optimized | ALL - Midtown | {39AFE271-317D-
Scenario created by Hum | HumanFactors | 3/5/2001 | 4/5/2001 | Base | | ALL - Midtown | {39AFE271-317D-
infeasible groups | robert | 3/9/2001 | 4/9/2001 | Base | Pending | ALL | {39AFE271-317D-
C/o Clustered and ends i | $99,501 | Suzy | 2/15/2001 | 3/15/2001 | Base | Optimized | ALL - North Atlanta Clust | {39AFE271-317D-
Scenario created by John | John | 2/19/2001 | 3/19/2001 | Base | | ALL | {39AFE271-317D-
Scenario with Price Cons | $112,262 | jcrowther | 2/28/2001 | 3/28/2001 | Base | Optimized | ALL | {39AFE271-317D-
Max Profit with Reasonal | $189,205 | jcrowther | 3/16/2001 | 3/16/2001 | Base | Optimized | ALL - ALL | {39AFE271-317D-
Profit with Minimum Volu | Demo | 3/22/2001 | 4/22/2001 | Base | Pending | ALL | {39AFE271-317D-
Scenario created by Dav | $231,259 | David | 2/14/2001 | 3/14/2001 | Base | Optimized | ALL | {39AFE271-317D-
Scenario created by John | John | 2/19/2001 | 3/19/2001 | Base | | ALL | {39AFE271-317D-
Scenario created by John | $37,960 | John | 2/16/2001 | 3/16/2001 | Base | Optimized | ALL - ALL | {39AFE271-317D-
Scenario created by jcro | $97,718 | jcrowther | 3/5/2001 | 4/5/2001 | Base | Optimized | ALL | {39AFE271-317D-
Farm Fresh | $114,404 | jcrowther | 3/16/2001 | 4/16/2001 | Base | Optimized | ALL | {39AFE271-317D-
NEW 3 | $221,025 | Suzy | 4/29/2001 | 5/27/2001 | Base | Optimized | ALL - ALL | {39AFE271-317D-
Basic Scenario - no cons | $20,420 | jcrowther | 2/16/2001 | 3/16/2001 | Base | Optimized | Bar Soap | {38A40858-D88D-
C/o Big V Scenario | $16,062 | Gary | 3/9/2001 | 4/9/2001 | Base | Optimized | Big V Soap Products | {1B575F7C-0EAF-
Big V Scenario | $18,876 | Gary | 3/9/2001 | 4/9/2001 | Base | Optimized | Big V Soap Products | {1B575F7C-0EAF-
Scenario created by UID | UIDesign | 3/19/2001 | 4/19/2001 | Base | Pending | Dial Bar Soap | {F9FB652C-D867-
Scenario created by UID | UIDesign | 3/19/2001 | 4/19/2001 | Base | | Dial Bar Soap | {F9FB652C-D867-
Scenario created by jdos | jdose | 3/6/2001 | 4/6/2001 | Base | | Irish Spring Bar Soap | {868B4023-7E7F-
TEST SCENARIO | Rick | 4/2/2001 | 5/2/2001 | Base | | Irish Spring Bar Soap | {868B4023-7E7F-
Scenario created by UID | UIDesign | 3/20/2001 | 4/20/2001 | Base | Pending | Irish Spring Bar Soap | {868B4023-7E7F-
Max/Private label | Bob | 2/26/2001 | 3/26/2001 | Base | | Private Label - ALL | {DF0C9245-63ED-
C/o C/o C/o Scenario cr | Bob | 2/26/2001 | 3/30/2001 | Base | Pending | ALL - ALL | {DF0C9245-63ED-
C/o C/o C/o Scenario cr | $902,277 | Bob | 2/26/2001 | 3/30/2001 | Base | Optimized | Private Label - North Atla | {DF0C9245-63ED-
Scenario created by Bob | $16,684 | Bob | 2/26/2001 | 3/30/2001 | Base | Optimized | ALL - ALL | {DF0C9245-63ED-
C/o Scenario created by | $4,451 | Bob | 2/26/2001 | 3/30/2001 | Base | Optimized | ALL - ALL | {DF0C9245-63ED-
C/o C/o Scenario create | $21,208 | Bob | 2/26/2001 | 3/30/2001 | Base | Optimized | ALL - ALL | {DF0C9245-63ED-
Data Bank: DTDemo | Data Set: One Step | Rick | NUM | SCRL | CAPS | 4/2/2001 | 1:50 PM

FIG.29

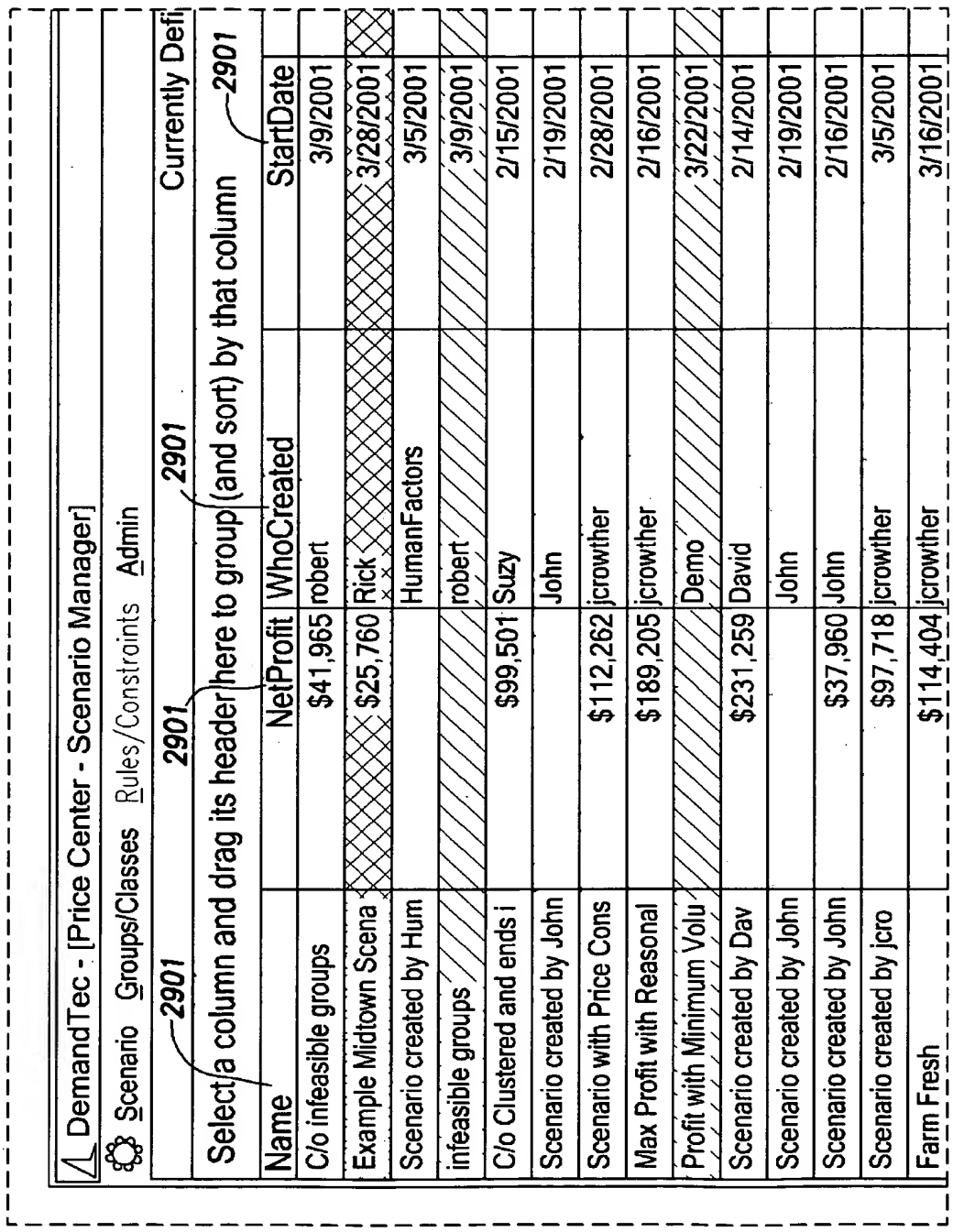

2900
DemandTec - [Price Center - Scenario Manager]
Scenario Groups/Classes Rules/Constraints Admin
2901
2901
Currently Defi
Select a column and drag its header here to group (and sort) by that column
2901
Name
NetProfit
WhoCreated
StartDate
C/o infeasible groups
$41,965
robert
3/9/2001
Example Midtown Scena
$25,760
Rick
3/28/2001
Scenario created by Hum
HumanFactors
3/5/2001
infeasible groups
robert
3/9/2001
C/o Clustered and ends i
$99,501
Suzy
2/15/2001
Scenario created by John
John
2/19/2001
Scenario with Price Cons
$112,262
jcrowther
2/28/2001
Max Profit with Reasonal
$189,205
jcrowther
2/16/2001
Profit with Minimum Volu
Demo
3/22/2001
Scenario created by Dav
$231,259
David
2/14/2001
Scenario created by John
John
2/19/2001
Scenario created by John
$37,960
John
2/16/2001
Scenario created by jcro
$97,718
jcrowther
3/5/2001
Farm Fresh
$114,404
jcrowther
3/16/2001

FIG.29A

2900

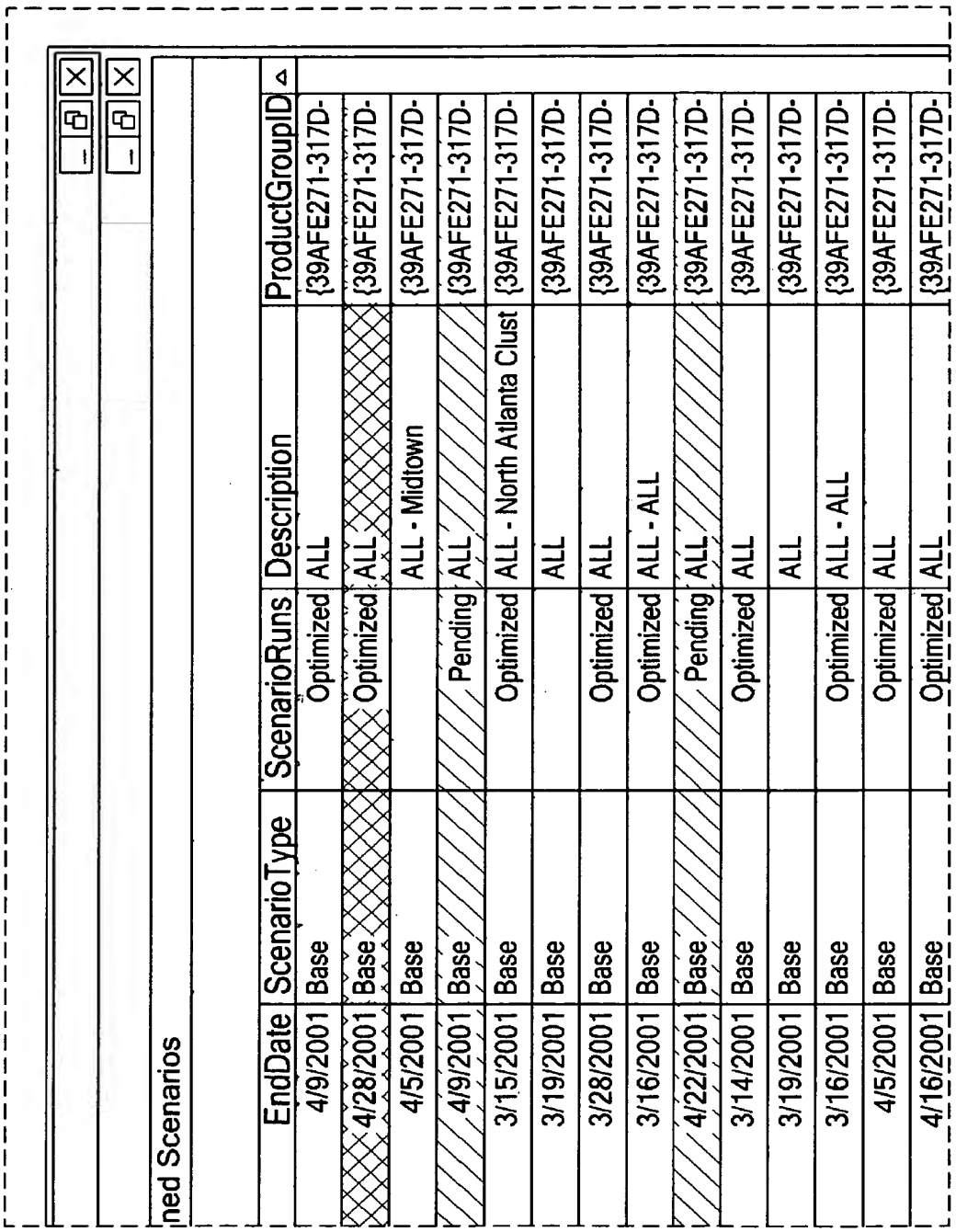

ned Scenarios
EndDate
ScenarioType
ScenarioRuns
Description
ProductGroupID
4/9/2001 Base Optimized ALL {39AFE271-317D-
4/28/2001 Base Optimized ALL {39AFE271-317D-
4/5/2001 Base ALL - Midtown {39AFE271-317D-
4/9/2001 Base Pending ALL {39AFE271-317D-
3/15/2001 Base Optimized ALL - North Atlanta Clust {39AFE271-317D-
3/19/2001 Base ALL {39AFE271-317D-
3/28/2001 Base Optimized ALL {39AFE271-317D-
3/16/2001 Base Optimized ALL - ALL {39AFE271-317D-
4/22/2001 Base Pending ALL {39AFE271-317D-
3/14/2001 Base Optimized ALL {39AFE271-317D-
3/19/2001 Base ALL {39AFE271-317D-
3/16/2001 Base Optimized ALL - ALL {39AFE271-317D-
4/5/2001 Base Optimized ALL {39AFE271-317D-
4/16/2001 Base Optimized ALL {39AFE271-317D-

FIG.29B

2900

NEW 3	$221,025	Suzy	4/29/2001
Basic Scenario - no cons	$20,420	jcrowther	2/16/2001
C/o Big V Scenario	$16,062	Gary	3/9/2001
Big V Scenario	$18,876	Gary	3/9/2001
Scenario created by UID		UIDesign	3/19/2001
Scenario created by UID		UIDesign	3/19/2001
Scenario created by jclos		jclose	3/6/2001
TEST SCENARIO		Rick	4/2/2001
Scenario created by UID		UIDesign	3/20/2001
Max/Private label		Bob	2/26/2001
C/o C/o C/o Scenario cr		Bob	2/26/2001
C/o C/o C/o Scenario cr	$902,277	Bob	2/26/2001
Scenario created by Bob	$16,664	Bob	2/26/2001
C/o Scenario created by	$4,451	Bob	2/26/2001
C/o C/o Scenario create	$21,208	Bob	2/26/2001

Data Base: DTDemo | Data Set: One Stop

FIG.29C

2900

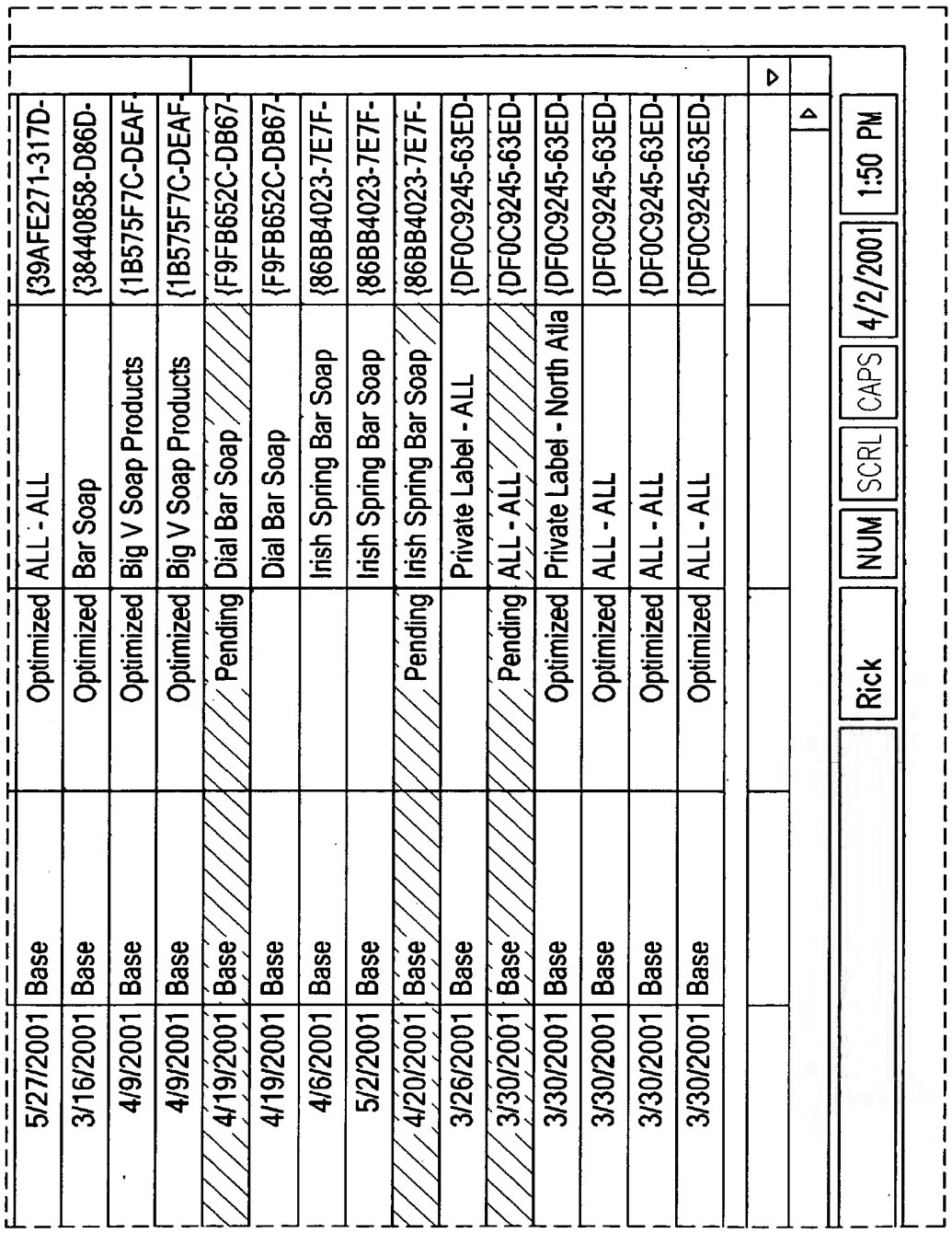

5/27/2001 Base Optimized ALL - ALL {39AFE271-317D-
3/16/2001 Base Optimized Bar Soap {38440858-D86D-
4/9/2001 Base Optimized Big V Soap Products {1B575F7C-DEAF-
4/9/2001 Base Optimized Big V Soap Products {1B575F7C-DEAF-
4/19/2001 Base Pending Dial Bar Soap {F9FB652C-DB67-
4/19/2001 Base Dial Bar Soap {F9FB652C-DB67-
4/6/2001 Base Irish Spring Bar Soap {86BB4023-7E7F-
5/2/2001 Base Irish Spring Bar Soap {86BB4023-7E7F-
4/20/2001 Base Pending Irish Spring Bar Soap {86BB4023-7E7F-
3/26/2001 Base Private Label - ALL {DF0C9245-63ED-
3/30/2001 Base Pending ALL - ALL {DF0C9245-63ED-
3/30/2001 Base Optimized Private Label - North Atla {DF0C9245-63ED-
3/30/2001 Base Optimized ALL - ALL {DF0C9245-63ED-
3/30/2001 Base Optimized ALL - ALL {DF0C9245-63ED-
3/30/2001 Base Optimized ALL - ALL {DF0C9245-63ED-
Rick
NUM
SCRL
CAPS
4/2/2001
1:50 PM

FIG.29D

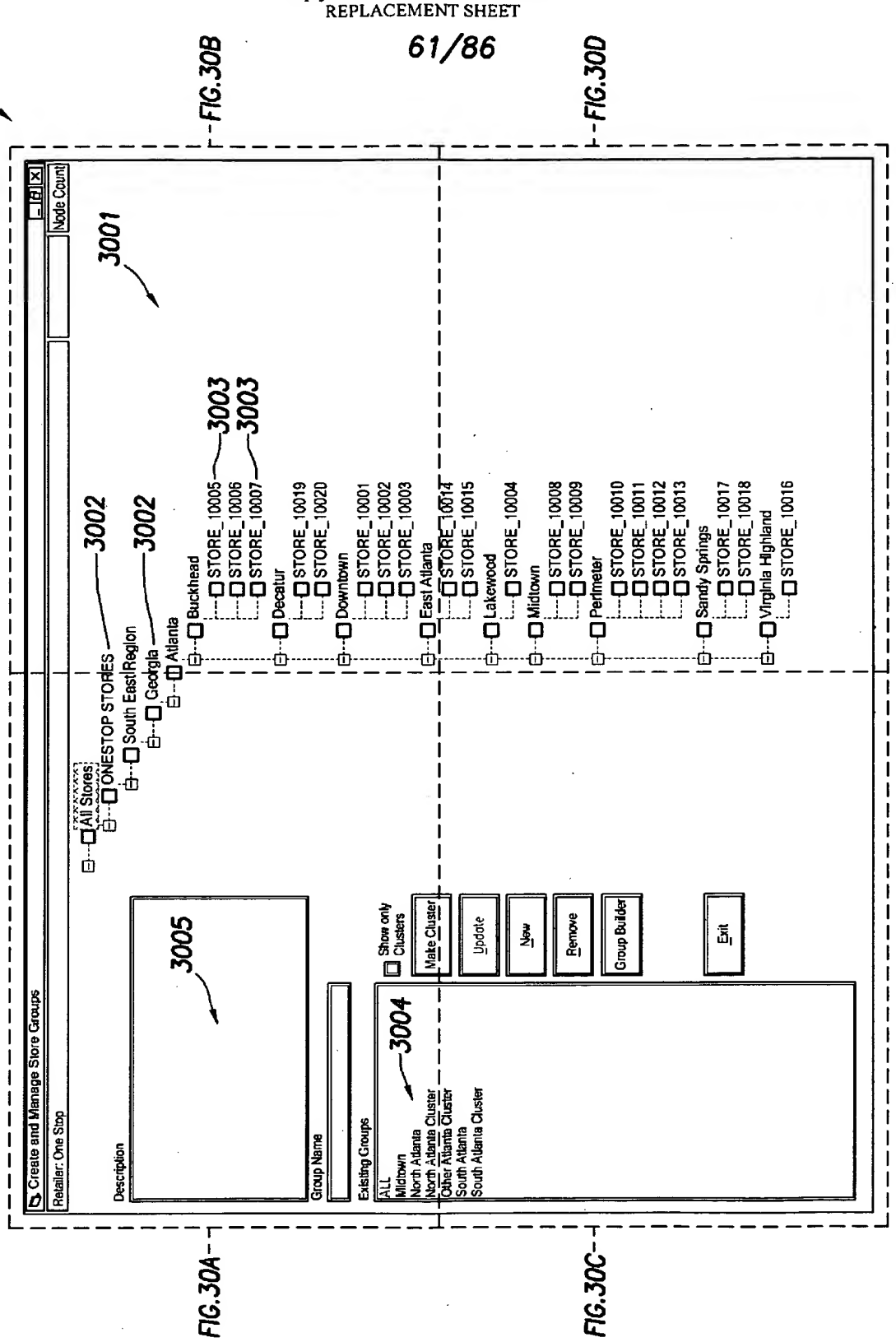

3000
FIG.30B
FIG.30D
3001
Create and Manage Store Groups
Retailer: One Stop
Node Count
All Stores
ONESTOP STORES
South East Region
Georgia
Atlanta
3002
3002
3003
3003
Buckhead
STORE_10005
STORE_10006
STORE_10007
Decatur
STORE_10019
STORE_10020
Downtown
STORE_10001
STORE_10002
STORE_10003
East Atlanta
STORE_10014
STORE_10015
Lakewood
STORE_10004
Midtown
STORE_10008
STORE_10009
Perimeter
STORE_10010
STORE_10011
STORE_10012
STORE_10013
Sandy Springs
STORE_10017
STORE_10018
Virginia Highland
STORE_10016
3005
Description
Group Name
Existing Groups
3004
ALL
Midtown
North Atlanta
North Atlanta Cluster
Other Atlanta Cluster
South Atlanta
South Atlanta Cluster
Show only Clusters
Make Cluster
Update
New
Remove
Group Builder
Exit
FIG.30A
FIG.30C

FIG.30

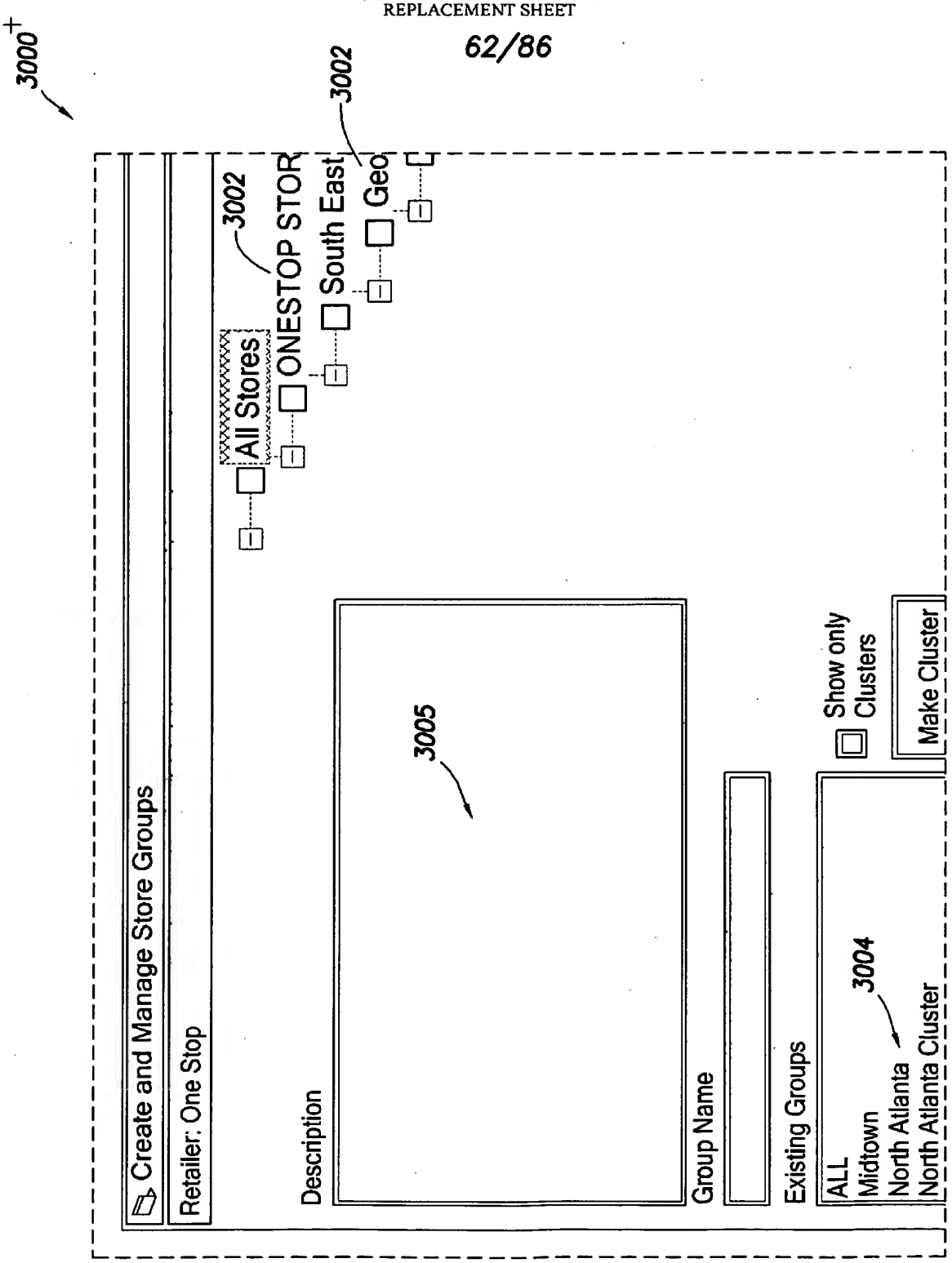

3000
3002
3002
All Stores
ONESTOP STOR
South East
Geo
Create and Manage Store Groups
Retailer: One Stop
Description
3005
Group Name
Existing Groups
ALL
Midtown
North Atlanta
North Atlanta Cluster
3004
Show only Clusters
Make Cluster

FIG.30A

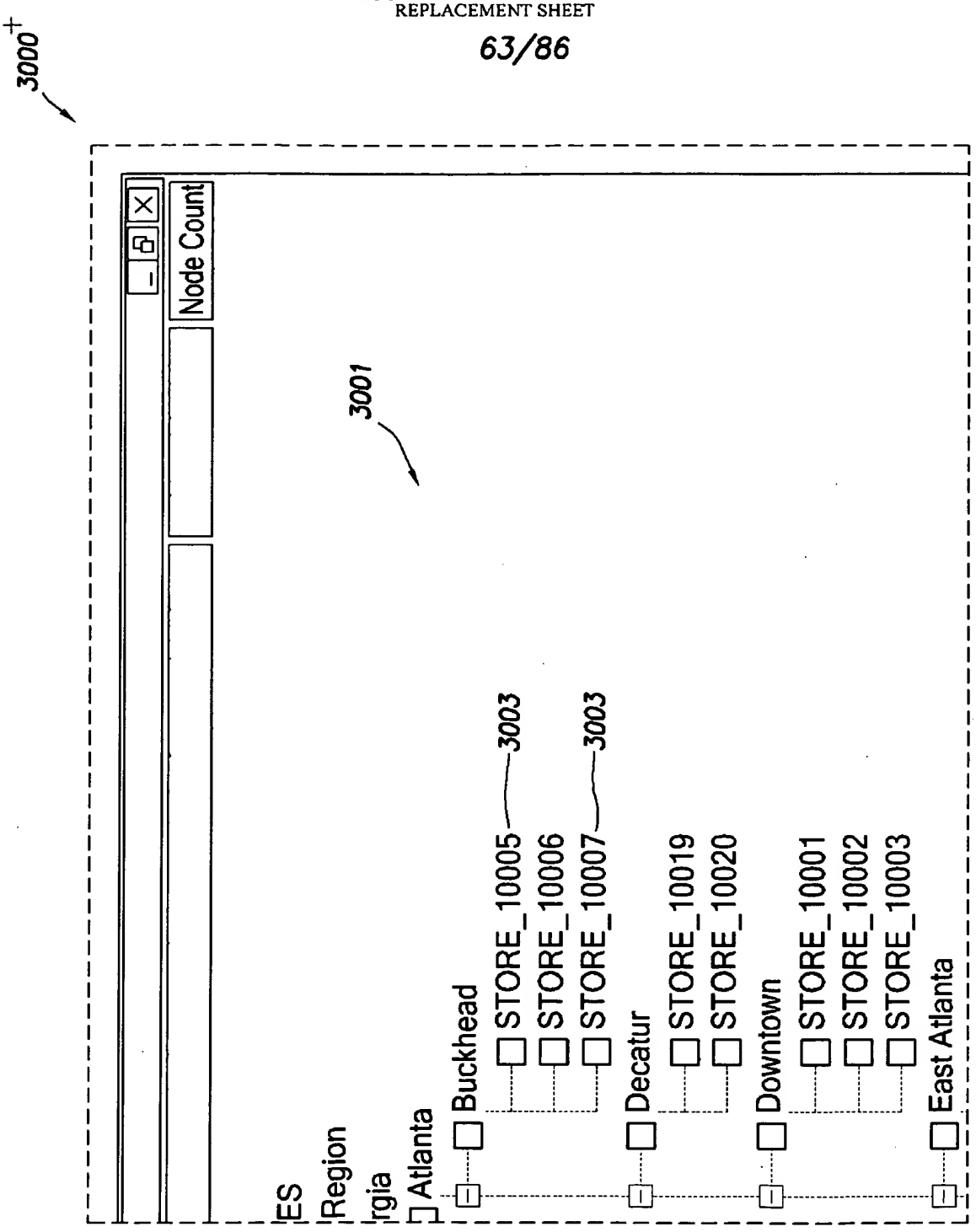

3000
3001
Node Count
ES
Region
rgia
Atlanta
Buckhead
STORE_10005
STORE_10006
STORE_10007
Decatur
STORE_10019
STORE_10020
Downtown
STORE_10001
STORE_10002
STORE_10003
East Atlanta
3003
3003

FIG.30B

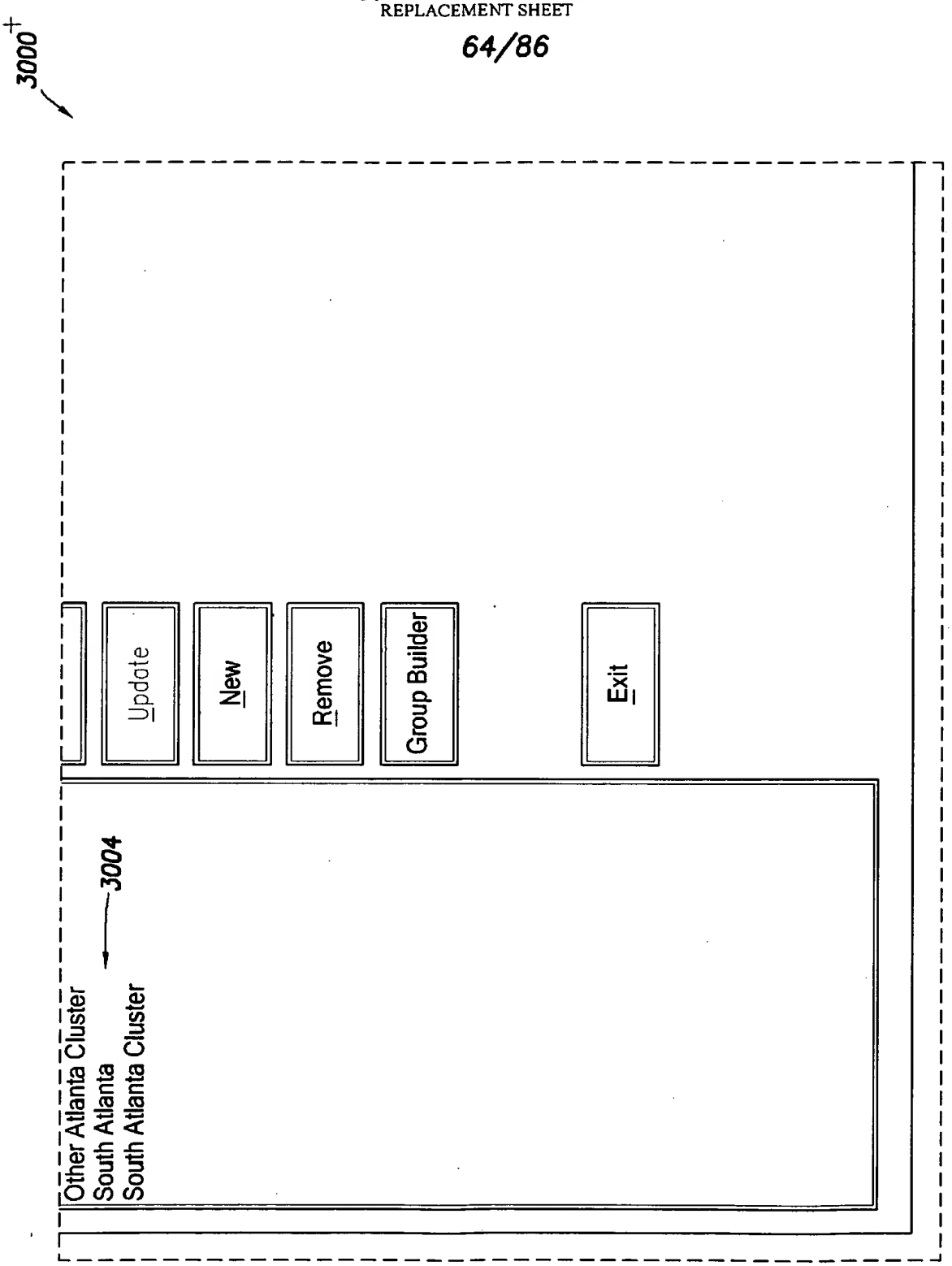

3000
Update
New
Remove
Group Builder
Exit
3004
Other Atlanta Cluster
South Atlanta
South Atlanta Cluster

FIG.30C

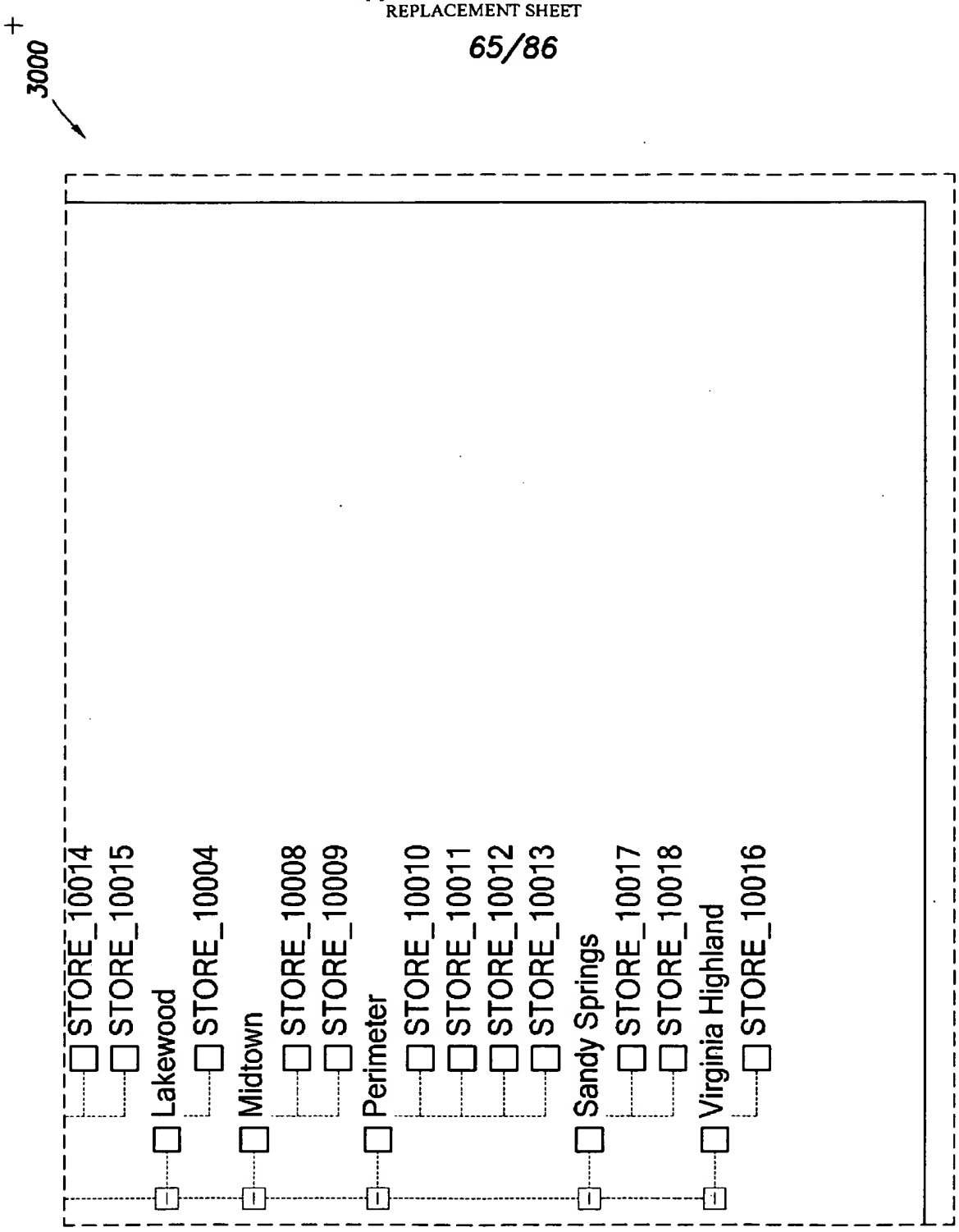

3000
STORE_10014
STORE_10015
Lakewood
STORE_10004
Midtown
STORE_10008
STORE_10009
Perimeter
STORE_10010
STORE_10011
STORE_10012
STORE_10013
Sandy Springs
STORE_10017
STORE_10018
Virginia Highland
STORE_10016

FIG.30D

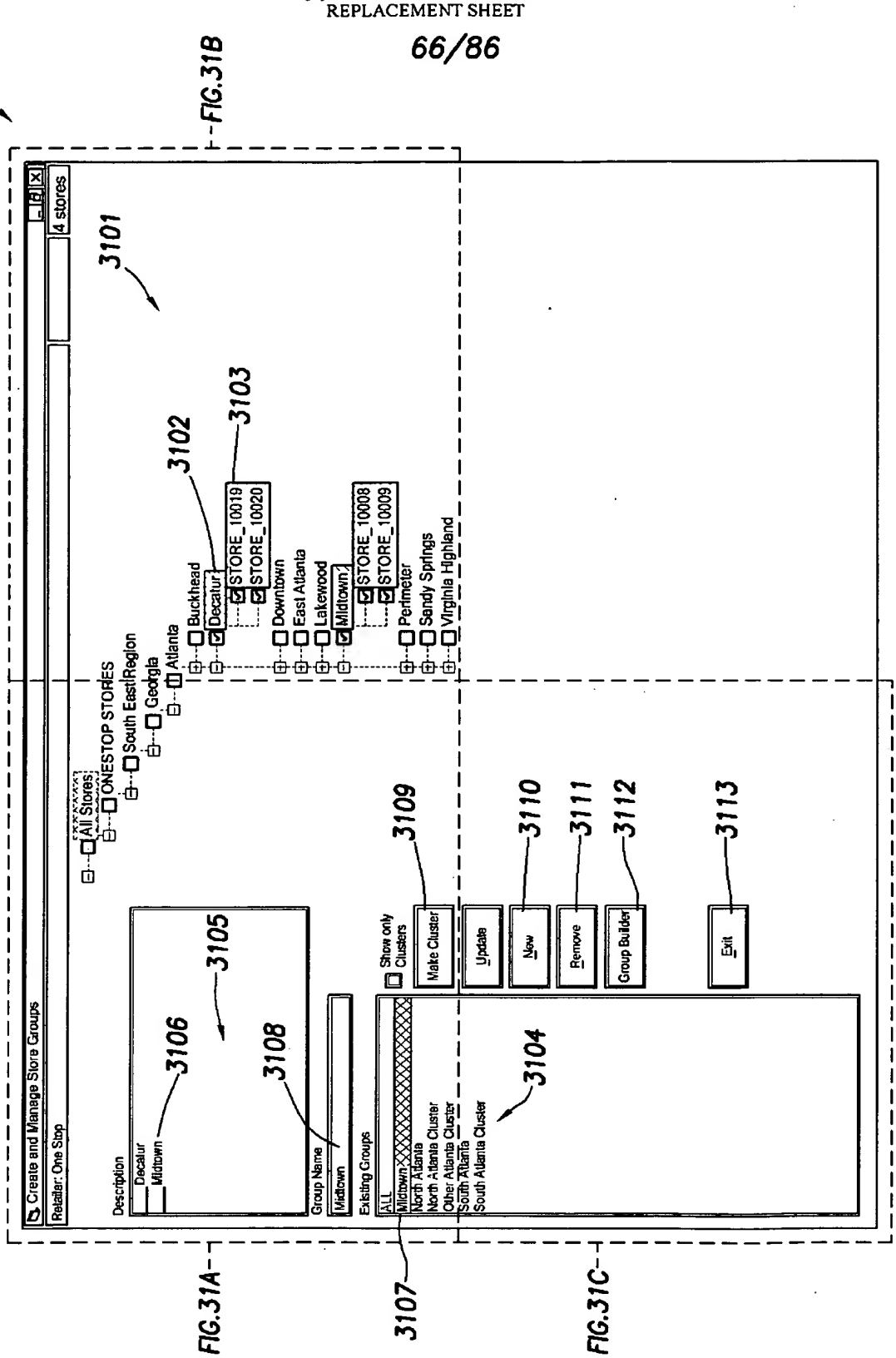

3100
FIG.31B
3101
4 stores
Create and Manage Store Groups
Retailer: One Stop
Description
Decatur
Midtown
3105
3106
3108
Group Name
Midtown
Existing Groups
ALL
Midtown
North Atlanta
North Atlanta Cluster
Other Atlanta Cluster
South Atlanta
South Atlanta Cluster
3104
Show only Clusters
Make Cluster
Update
New
Remove
Group Builder
Exit
3109
3110
3111
3112
3113
All Stores
ONESTOP STORES
South EastRegion
Georgia
Atlanta
Buckhead
Decatur
STORE_10019
STORE_10020
Downtown
East Atlanta
Lakewood
Midtown
STORE_10008
STORE_10009
Perimeter
Sandy Springs
Virginia Highland
3102
3103
FIG.31A
3107
FIG.31C

FIG.31

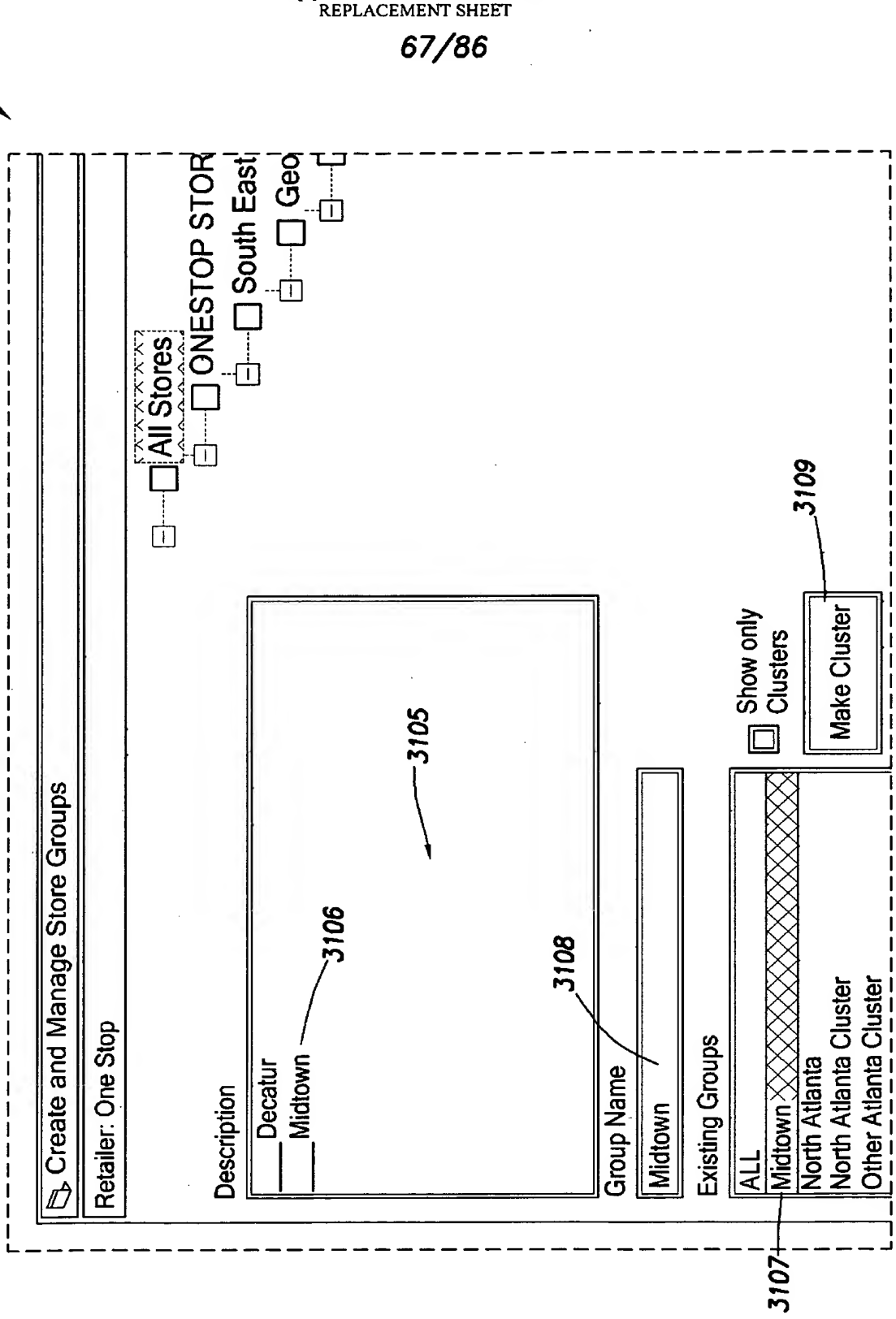

3100
Create and Manage Store Groups
Retailer: One Stop
All Stores
ONESTOP STOR
South East
Geo
Description
Decatur
Midtown
3106
3105
3108
Group Name
Midtown
Existing Groups
ALL
Midtown
North Atlanta
North Atlanta Cluster
Other Atlanta Cluster
3107
Show only Clusters
Make Cluster
3109

FIG.31A

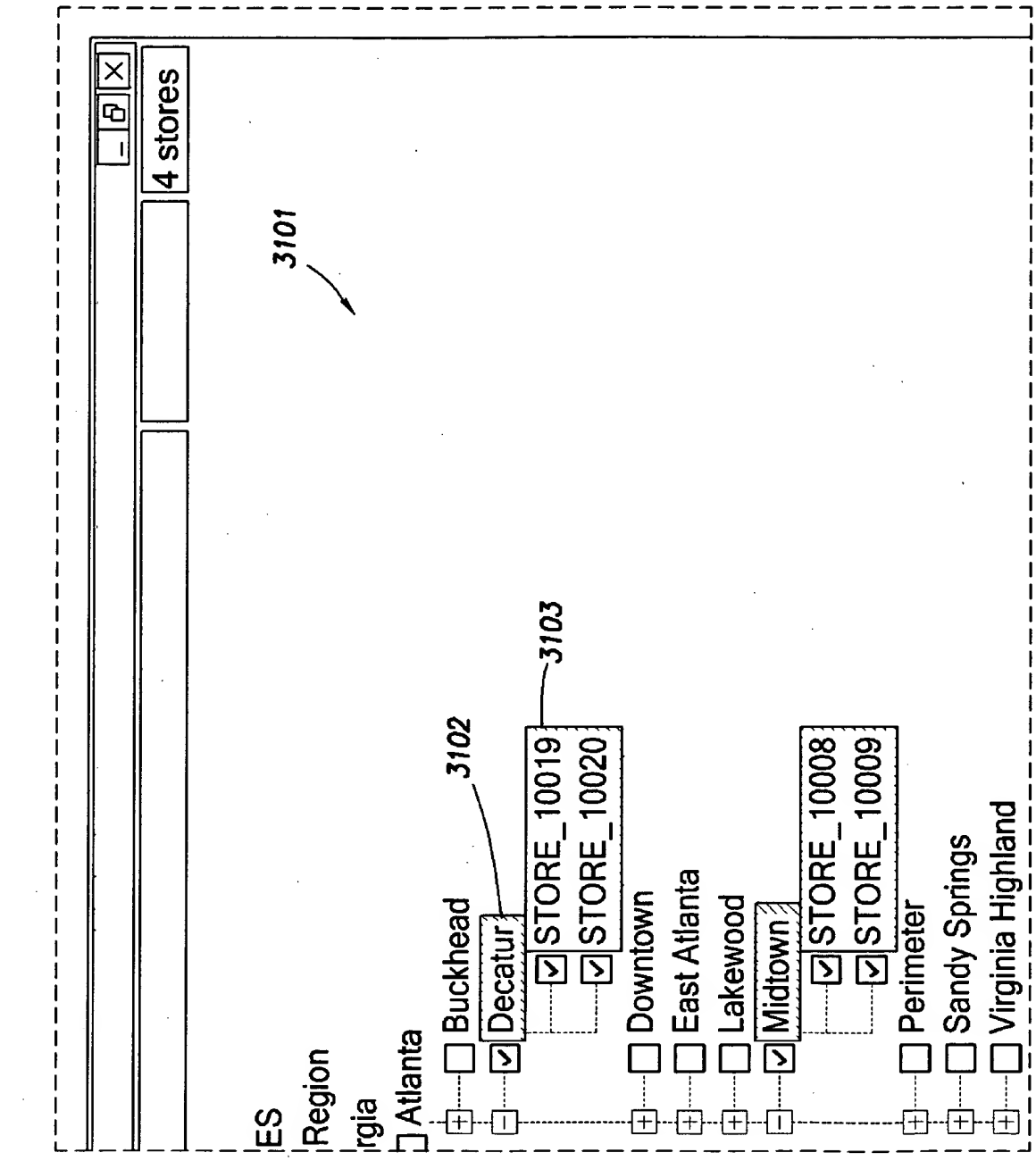

3100
3101
4 stores
3102
3103
Buckhead
Decatur
STORE_10019
STORE_10020
Downtown
East Atlanta
Lakewood
Midtown
STORE_10008
STORE_10009
Perimeter
Sandy Springs
Virginia Highland
Atlanta
Region
ES

FIG.31B

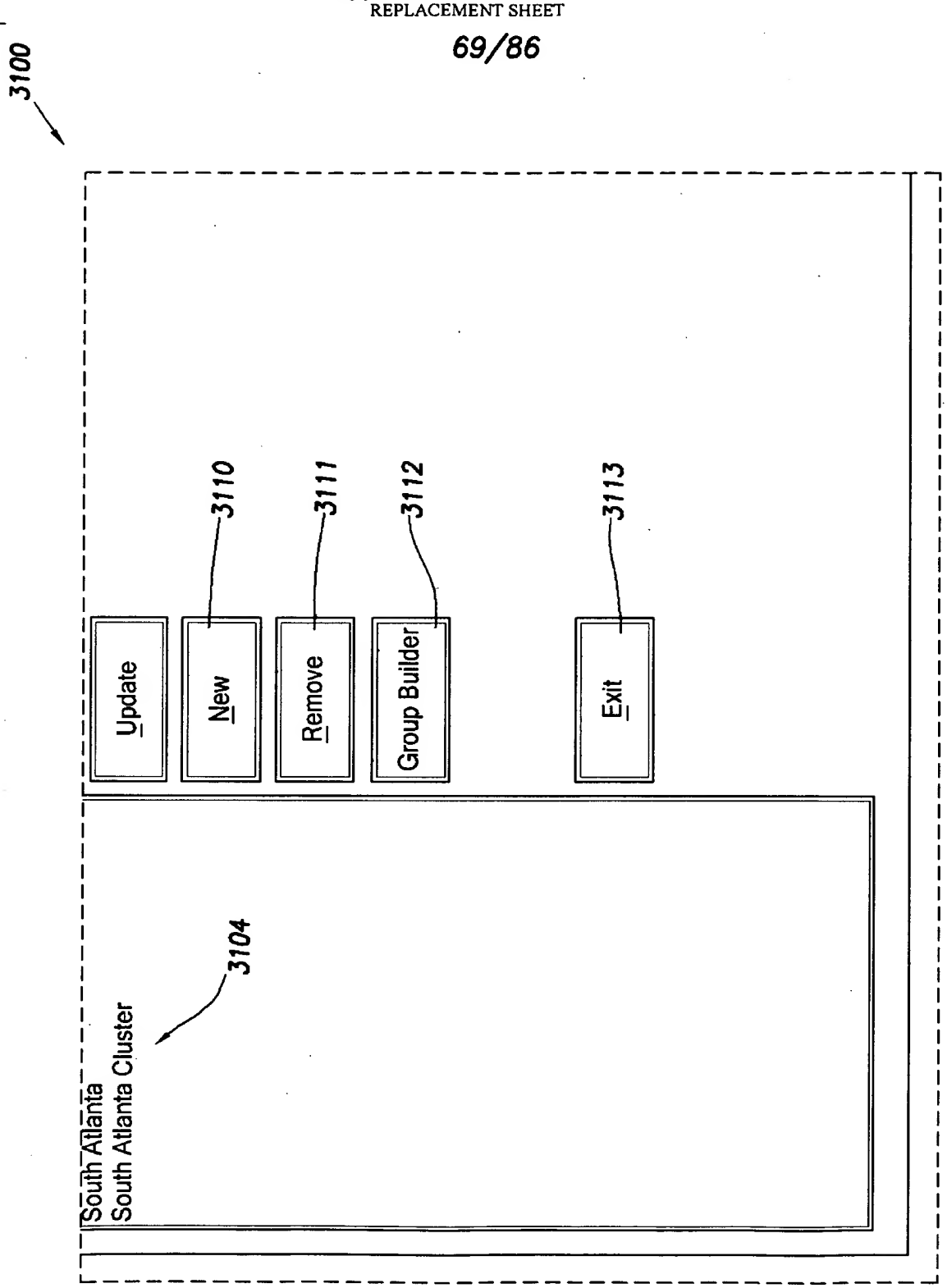
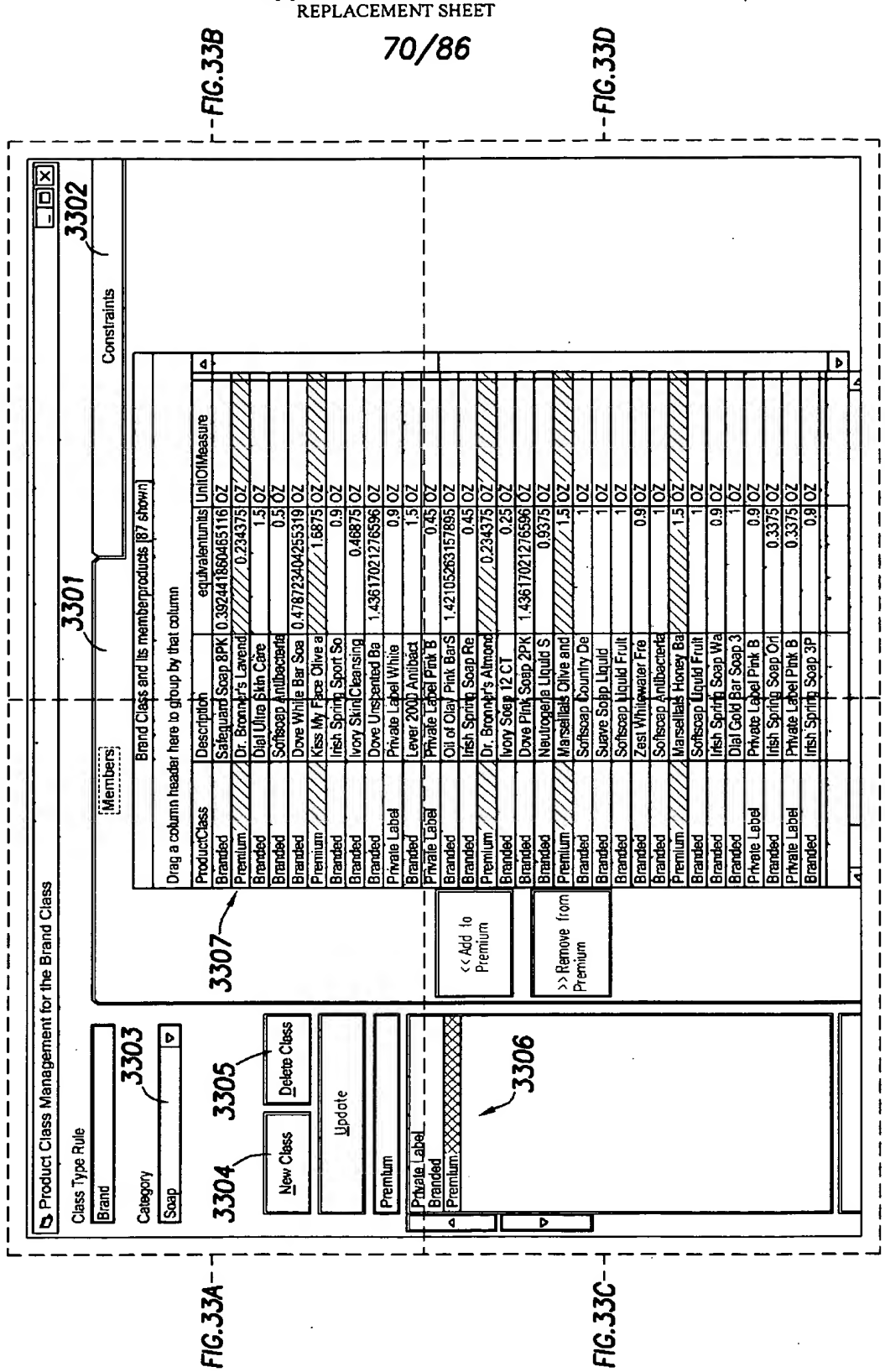

3100
3110
3111
3112
3113
Update
New
Remove
Group Builder
Exit
3104
South Atlanta
South Atlanta Cluster

FIG.31C



ProductClass	Description	equivalentunits	UnitOfMeasure
Branded	Safeguard Soap 8PK	0.392417860465116	OZ
Premium	Dr. Bronner's Lavend	0.234375	OZ
Branded	Dial Ultra Skin Care	1.5	OZ
Branded	Softsoap Antibacteria	0.5	OZ
Branded	Dove White Bar Soa	0.478723404255319	OZ
Premium	Kiss My Face Olive a	1.6875	OZ
Branded	Irish Spring Sport So	0.9	OZ
Branded	Ivory SkinCleansing	0.46875	OZ
Branded	Dove Unscented Ba	1.43617021276596	OZ
Private Label	Private Label White	0.9	OZ
Branded	Lever 2000 Antibact	1.5	OZ
Private Label	Private Label Pink B	0.45	OZ
Branded	Oil of Olay Pink BarS	1.42105263157895	OZ
Branded	Irish Spring Soap Re	0.45	OZ
Premium	Dr. Bronner's Almond	0.234375	OZ
Branded	Ivory Soap 12 CT	0.25	OZ
Branded	Dove Pink Soap 2PK	1.43617021276596	OZ
Branded	Neutrogena Liquid S	0.9375	OZ
Premium	Marseillais Olive and	1.5	OZ
Branded	Softsoap Country De	1	OZ
Branded	Suave Soap Liquid	1	OZ
Branded	Softsoap Liquid Fruit	1	OZ
Branded	Zest Whitewater Fre	0.9	OZ
Branded	Softsoap Antibacteria	1	OZ
Premium	Marseillais Honey Ba	1.5	OZ
Branded	Softsoap Liquid Fruit	1	OZ
Branded	Irish Spring Soap Wa	0.9	OZ
Branded	Dial Gold Bar Soap 3	1	OZ
Private Label	Private Label Pink B	0.9	OZ
Branded	Irish Spring Soap Ori	0.3375	OZ
Private Label	Private Label Pink B	0.3375	OZ
Branded	Irish Spring Soap 3P	0.9	OZ

FIG.33

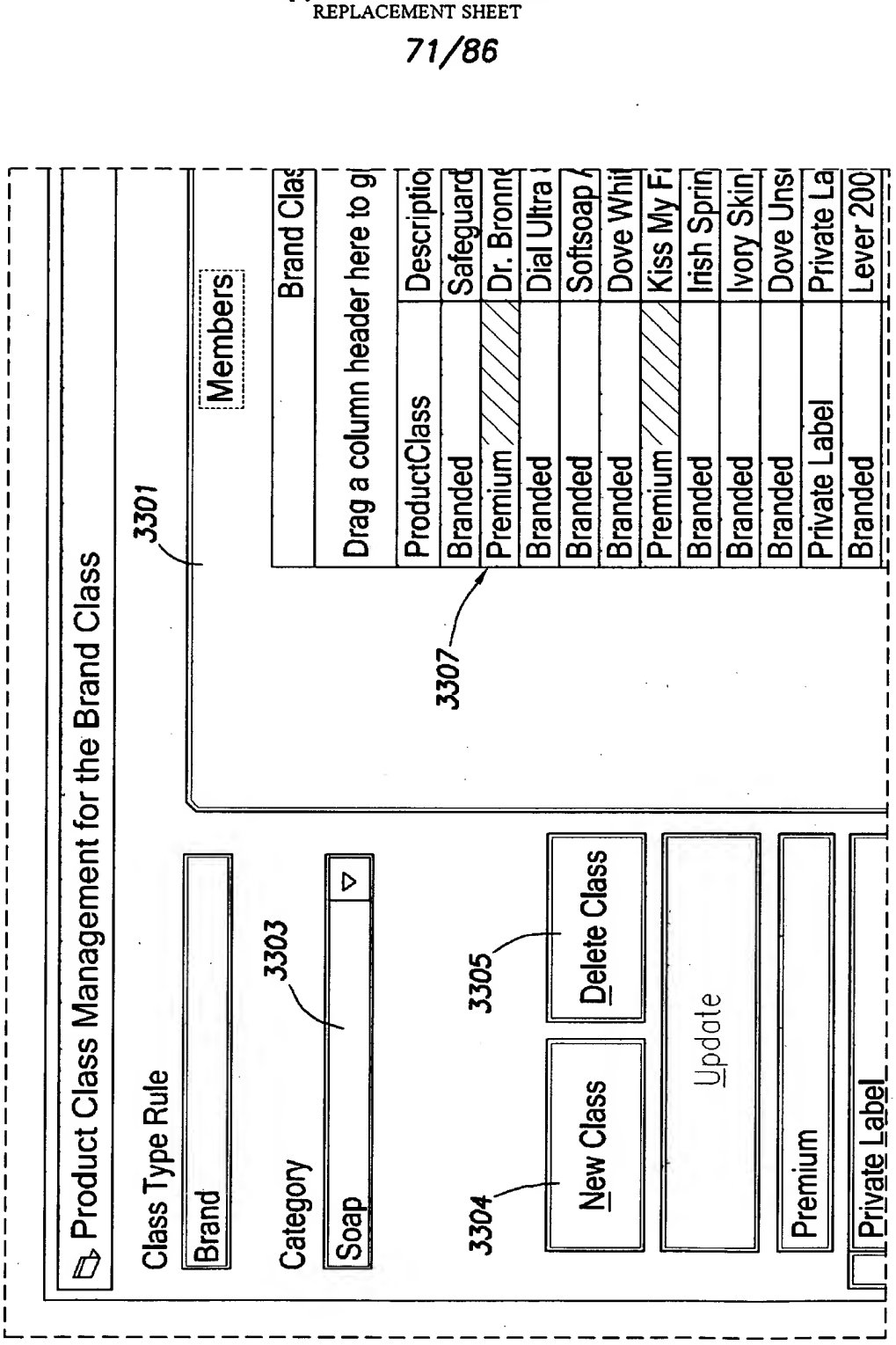

3300
Product Class Management for the Brand Class
3301
Members
Brand Clas
Drag a column header here to g
Descriptio
ProductClass
Safeguard
Branded
Dr. Bronn
Premium
Dial Ultra
Branded
Softsoap
Branded
Dove Whi
Branded
Kiss My F
Premium
Irish Sprin
Branded
Ivory Skin
Branded
Dove Uns
Branded
Private La
Private Label
Lever 200
Branded
3307
Class Type Rule
Brand
Category
3303
Soap
3305
Delete Class
3304
New Class
Update
Premium
Private Label

FIG. 33A

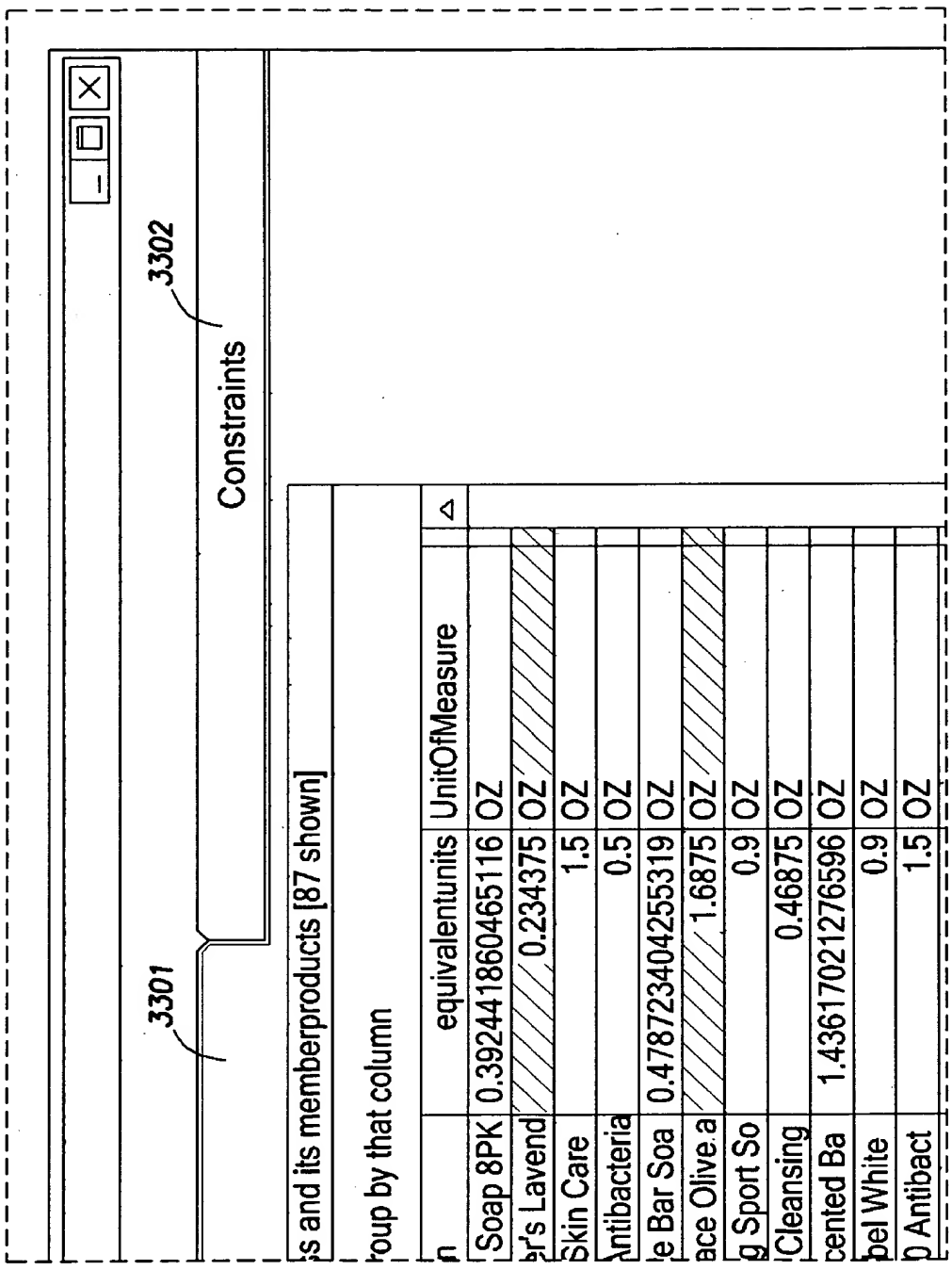

3300
3301
3302
Constraints
s and its memberproducts [87 shown]
roup by that column
n
equivalentunits
UnitOfMeasure
Soap 8PK
0.39244186046511 6
OZ
r's Lavend
0.234375
OZ
Skin Care
1.5
OZ
ntibacteria
0.5
OZ
e Bar Soa
0.47872340425531 9
OZ
ace Olive.a
1.6875
OZ
g Sport So
0.9
OZ
Cleansing
0.46875
OZ
cented Ba
1.43617021276596
OZ
bel White
0.9
OZ
Antibact
1.5
OZ

FIG.33B

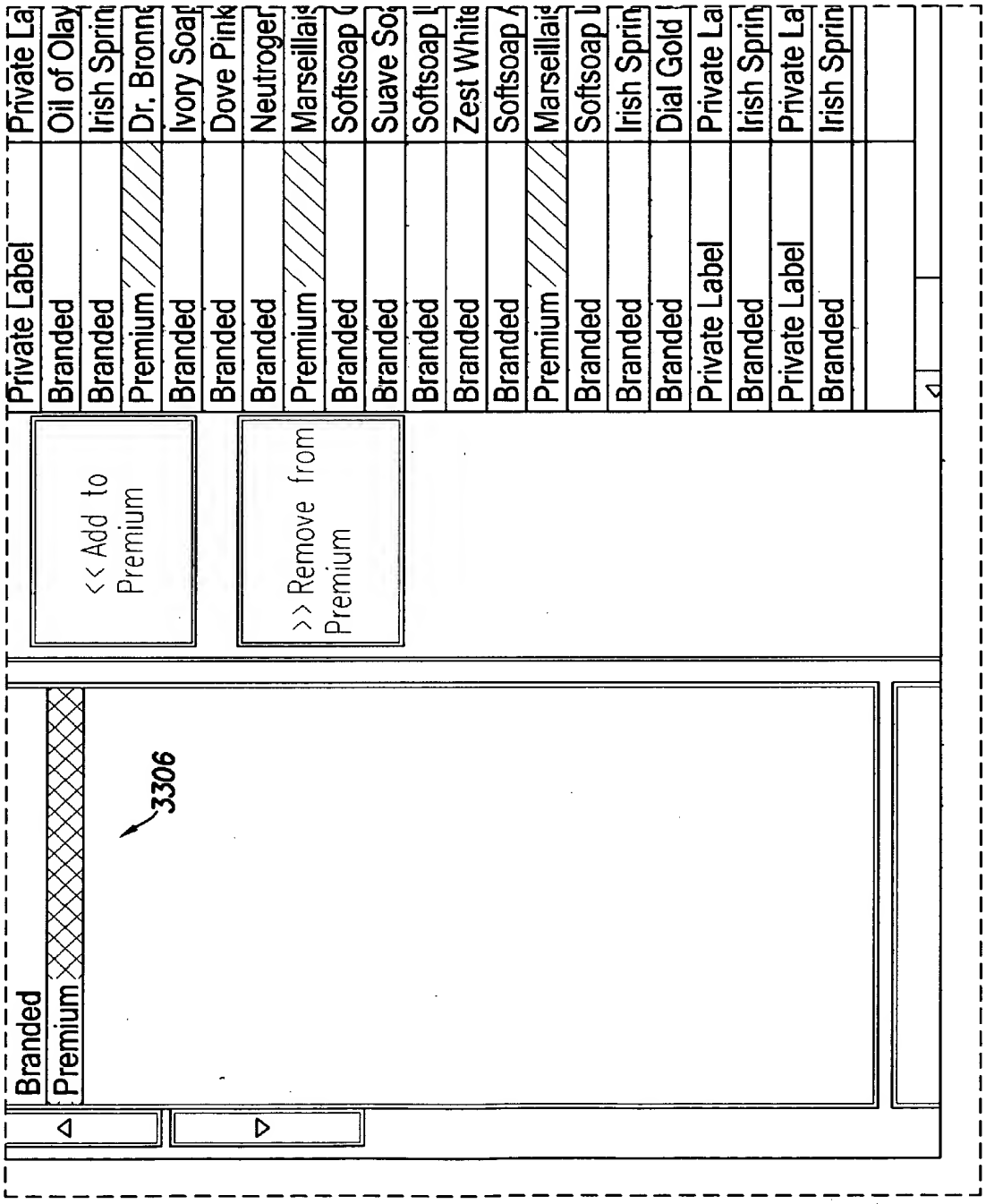

3300
Private La
Oil of Olay
Irish Sprin
Dr. Bronn
Ivory Soa
Dove Pink
Neutroger
Marseillai
Softsoap
Suave So
Softsoap
Zest White
Softsoap
Marseillai
Softsoap
Irish Sprin
Dial Gold
Private La
Irish Sprin
Private La
Irish Sprin
Private Label
Branded
Premium
<< Add to Premium
>> Remove from Premium
3306
Branded
Premium

FIG.33C

3300

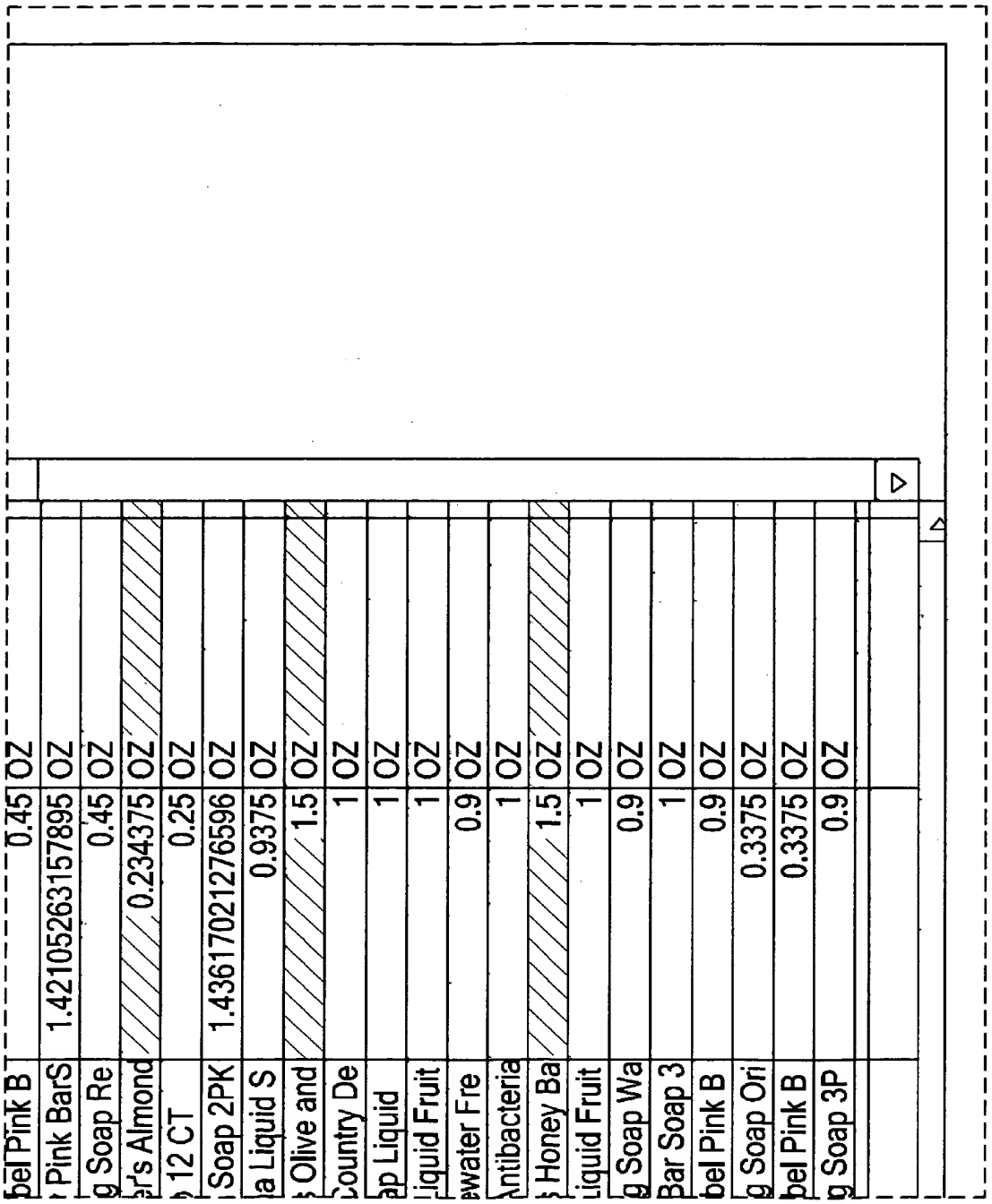

bel Pink B 0.45 OZ
Pink BarS 1.42105263157895 OZ
g Soap Re 0.45 OZ
r's Almond 0.234375 OZ
12 CT 0.25 OZ
Soap 2PK 1.43617021276596 OZ
a Liquid S 0.9375 OZ
Olive and 1.5 OZ
Country De 1 OZ
ap Liquid 1 OZ
Liquid Fruit 1 OZ
ewater Fre 0.9 OZ
Antibacteria 1 OZ
Honey Ba 1.5 OZ
Liquid Fruit 1 OZ
g Soap Wa 0.9 OZ
Bar Soap 3 1 OZ
bel Pink B 0.9 OZ
g Soap Ori 0.3375 OZ
bel Pink B 0.3375 OZ
g Soap 3P 0.9 OZ

FIG.33D

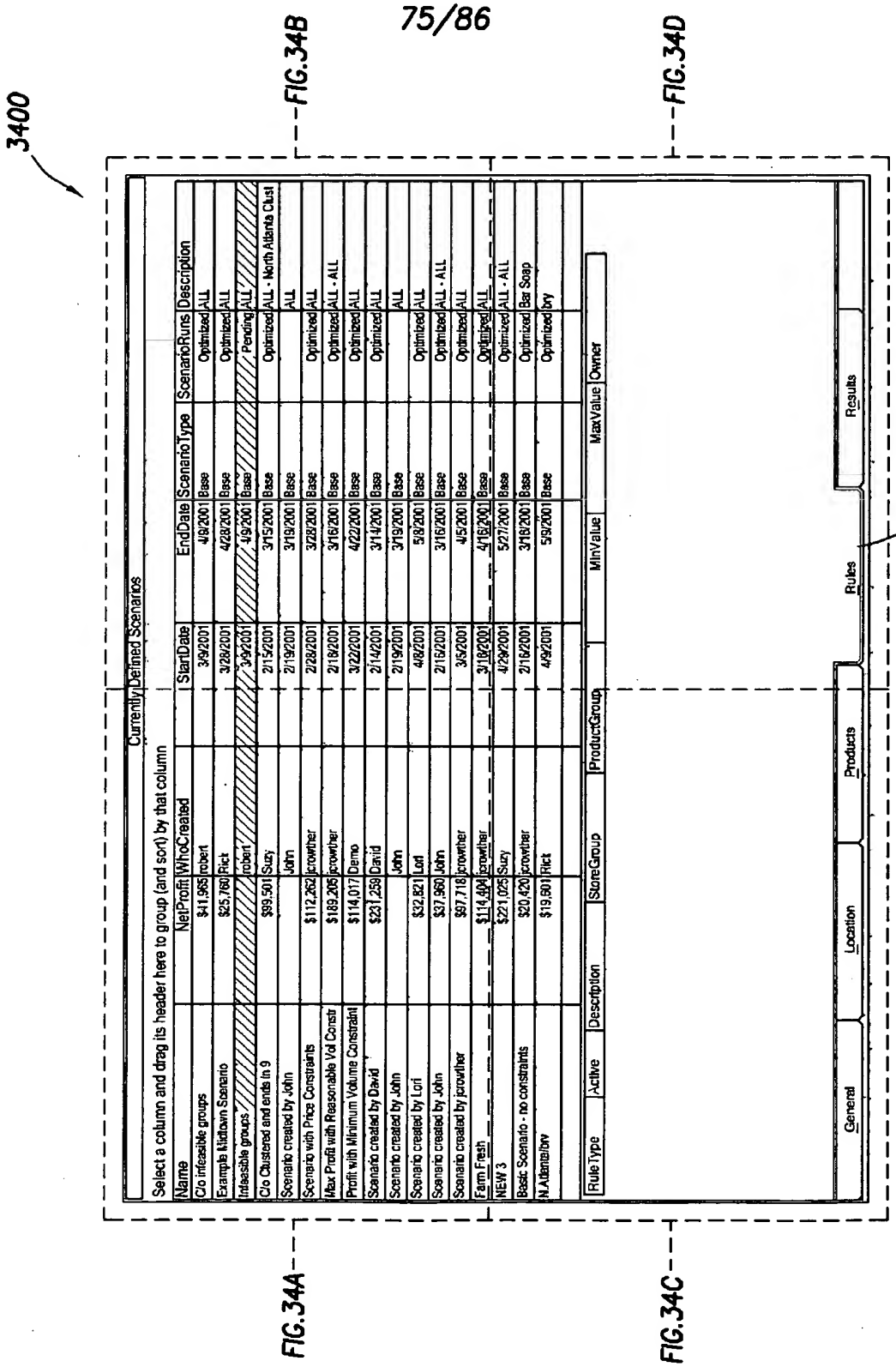

3400
FIG.34B
FIG.34D
FIG.34A
FIG.34C
3401
Currently Defined Scenarios
Select a column and drag its header here to group (and sort) by that column
Name
NetProfit
WhoCreated
StartDate
EndDate
ScenarioType
ScenarioRuns
Description
C/o infeasible groups
$41,985
robert
3/9/2001
4/9/2001
Base
Optimized
ALL
Example Midtown Scenario
$25,768
Rick
3/28/2001
4/28/2001
Base
Optimized
ALL
Infeasible groups
robert
3/9/2001
4/9/2001
Base
Pending
ALL
C/o Clustered and ends in 9
$99,501
Suzy
2/15/2001
3/15/2001
Base
Optimized
ALL - North Atlanta Clust
Scenario created by John
John
2/19/2001
3/19/2001
Base
ALL
Scenario with Price Constraints
$112,262
jcrowther
2/28/2001
3/28/2001
Base
Optimized
ALL
Max Profit with Reasonable Vol Constr
$189,205
jcrowther
2/18/2001
3/16/2001
Base
Optimized
ALL - ALL
Profit with Minimum Volume Constraint
$114,017
Demo
3/22/2001
4/22/2001
Base
Optimized
ALL
Scenario created by David
$231,259
David
2/14/2001
3/14/2001
Base
Optimized
ALL
Scenario created by John
John
2/19/2001
3/19/2001
Base
ALL
Scenario created by Lori
$32,821
Lori
4/8/2001
5/8/2001
Base
Optimized
ALL
Scenario created by John
$37,960
John
2/15/2001
3/16/2001
Base
Optimized
ALL - ALL
Scenario created by jcrowther
$97,718
jcrowther
3/5/2001
4/5/2001
Base
Optimized
ALL
Farm Fresh
$114,404
jcrowther
3/18/2001
4/16/2001
Base
Optimized
ALL
NEW 3
$221,025
Suzy
4/29/2001
5/27/2001
Base
Optimized
ALL - ALL
Basic Scenario - no constraints
$20,420
jcrowther
2/15/2001
3/16/2001
Base
Optimized
Bar Soap
N Atlanta/bw
$19,801
Rick
4/9/2001
5/9/2001
Base
Optimized
bw
MinValue
MaxValue
Owner
Rule Type
Active
Description
StoreGroup
ProductGroup
General
Location
Products
Rules
Results

FIG.34

3400

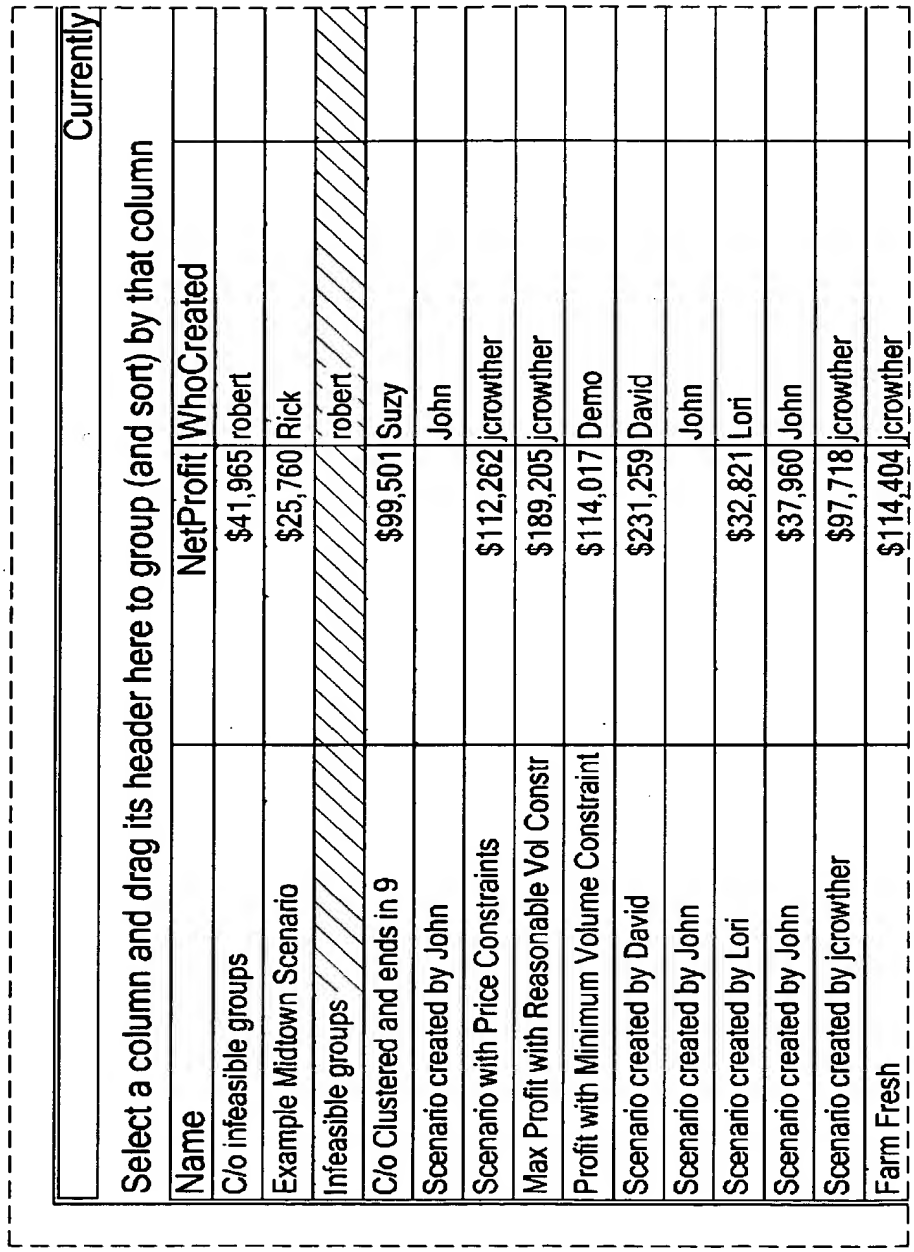

Currently
Select a column and drag its header here to group (and sort) by that column
Name
NetProfit
WhoCreated
C/o infeasible groups
$41,965
robert
Example Midtown Scenario
$25,760
Rick
Infeasible groups
robert
C/o Clustered and ends in 9
$99,501
Suzy
Scenario created by John
John
Scenario with Price Constraints
$112,262
jcrowther
Max Profit with Reasonable Vol Constr
$189,205
jcrowther
Profit with Minimum Volume Constraint
$114,017
Demo
Scenario created by David
$231,259
David
Scenario created by John
John
Scenario created by Lori
$32,821
Lori
Scenario created by John
$37,960
John
Scenario created by jcrowther
$97,718
jcrowther
Farm Fresh
$114,404
jcrowther

FIG.34A

3400

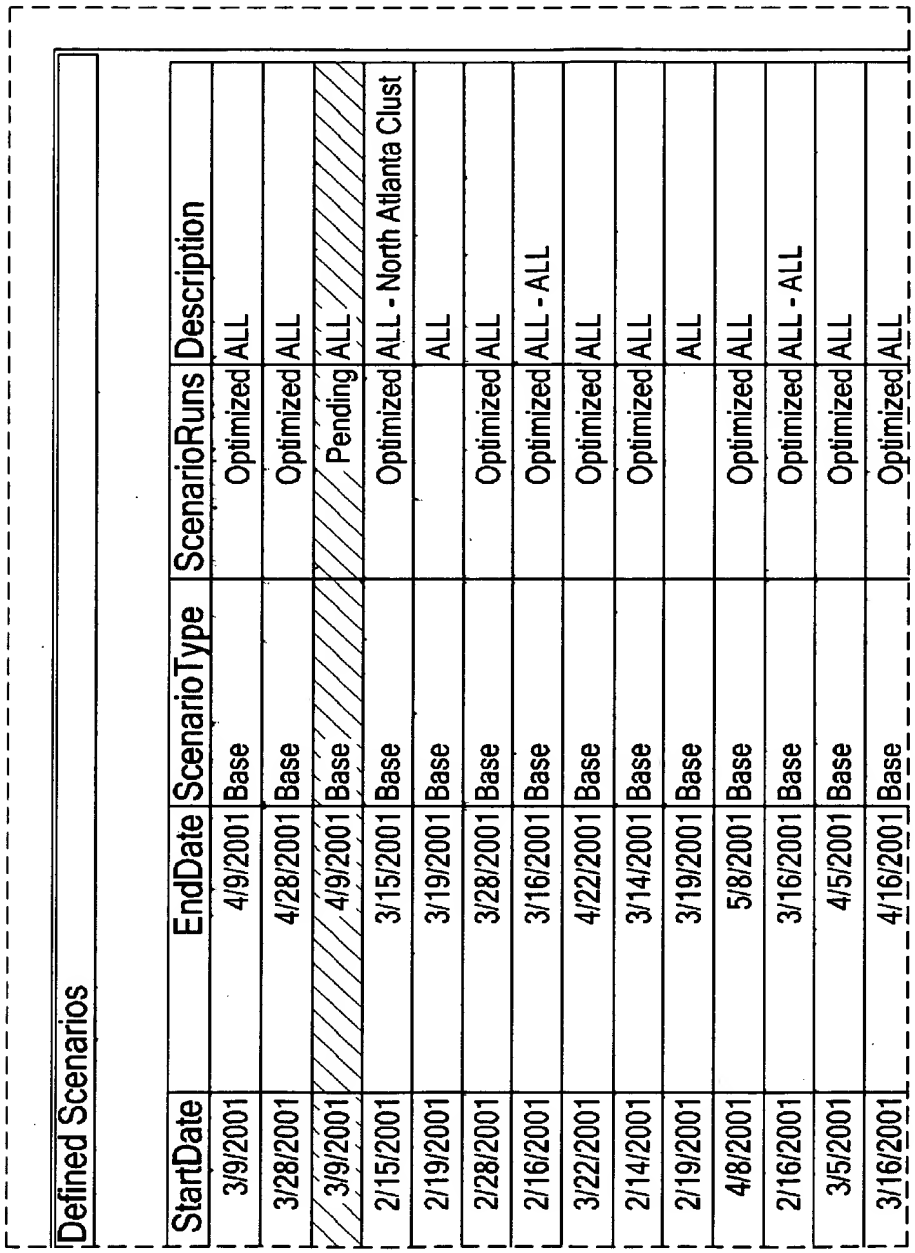

Defined Scenarios
StartDate
EndDate
ScenarioType
ScenarioRuns
Description
3/9/2001 4/9/2001 Base Optimized ALL
3/28/2001 4/28/2001 Base Optimized ALL
3/9/2001 4/9/2001 Base Pending ALL
2/15/2001 3/15/2001 Base Optimized ALL - North Atlanta Clust
2/19/2001 3/19/2001 Base ALL
2/28/2001 3/28/2001 Base Optimized ALL
2/16/2001 3/16/2001 Base Optimized ALL - ALL
3/22/2001 4/22/2001 Base Optimized ALL
2/14/2001 3/14/2001 Base Optimized ALL
2/19/2001 3/19/2001 Base ALL
4/8/2001 5/8/2001 Base Optimized ALL
2/16/2001 3/16/2001 Base Optimized ALL - ALL
3/5/2001 4/5/2001 Base Optimized ALL
3/16/2001 4/16/2001 Base Optimized ALL

FIG.34B

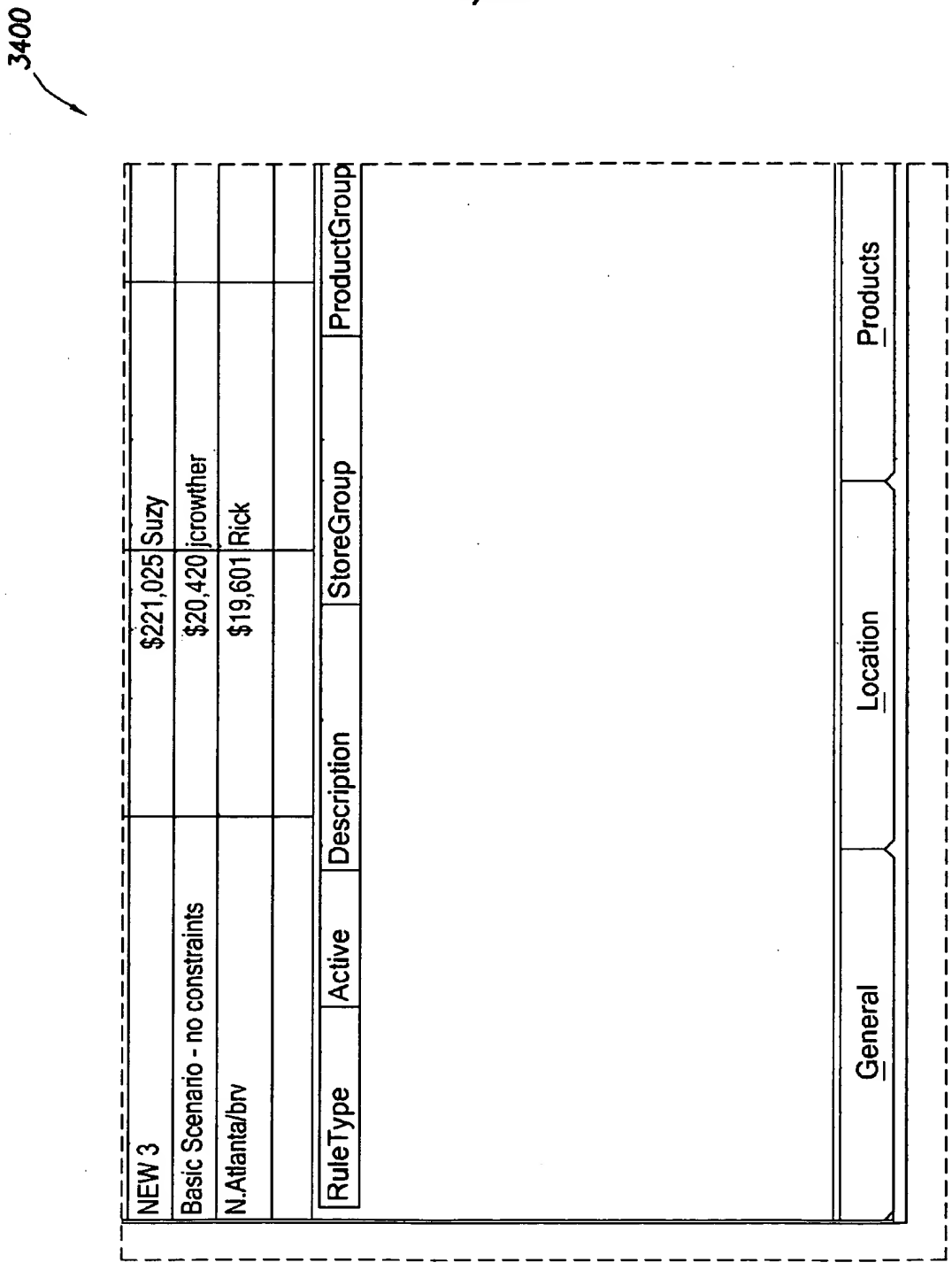

3400
NEW 3
Basic Scenario - no constraints
N.Atlanta/bnv
$221,025
$20,420
$19,601
Suzy
jcrowther
Rick
RuleType
Active
Description
StoreGroup
ProductGroup
General
Location
Products

FIG.34C

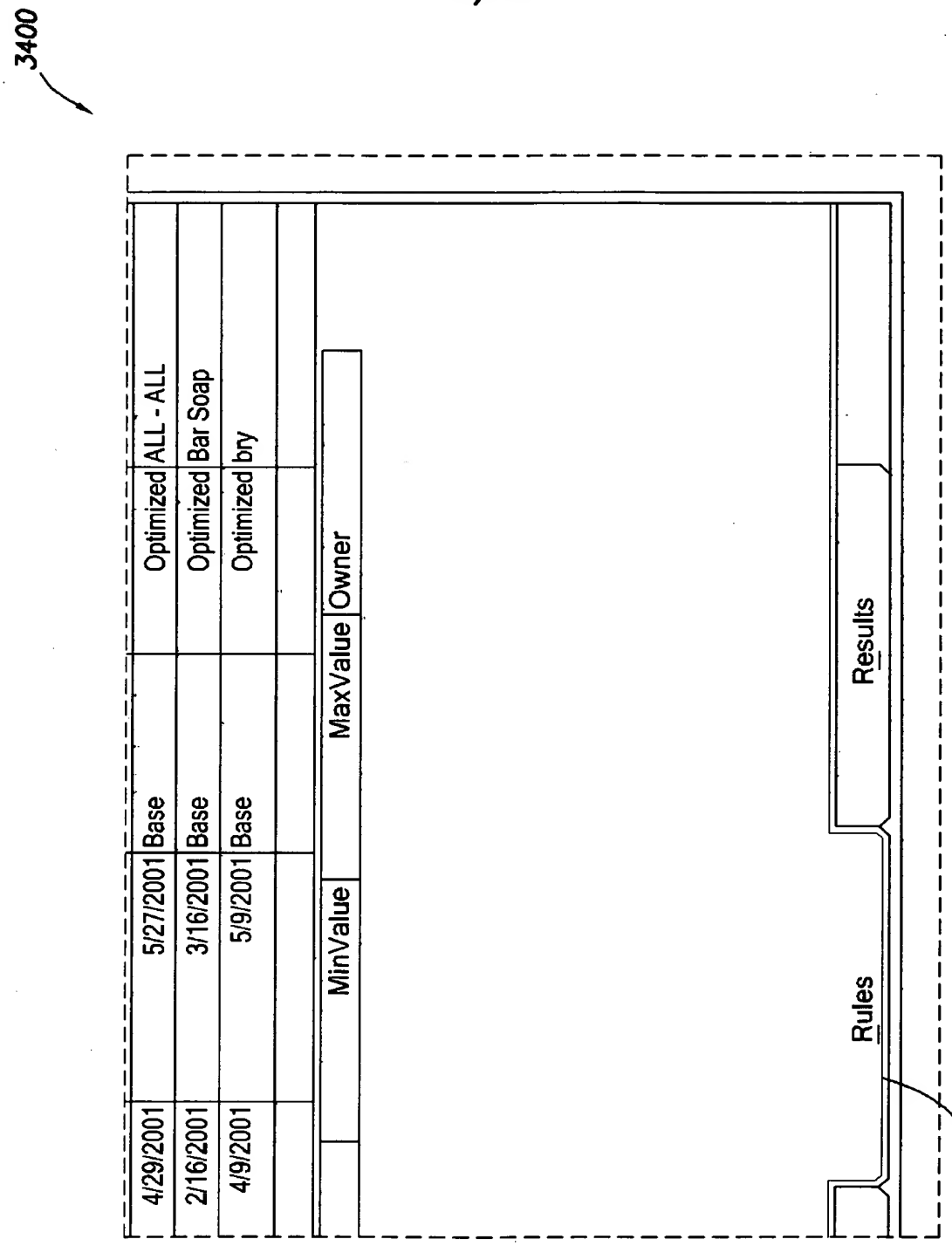

3400
4/29/2001
2/16/2001
4/9/2001
5/27/2001
3/16/2001
5/9/2001
Base
Base
Base
Optimized
Optimized
Optimized
ALL - ALL
Bar Soap
bry
MinValue
MaxValue
Owner
Rules
Results
3401

FIG.34D

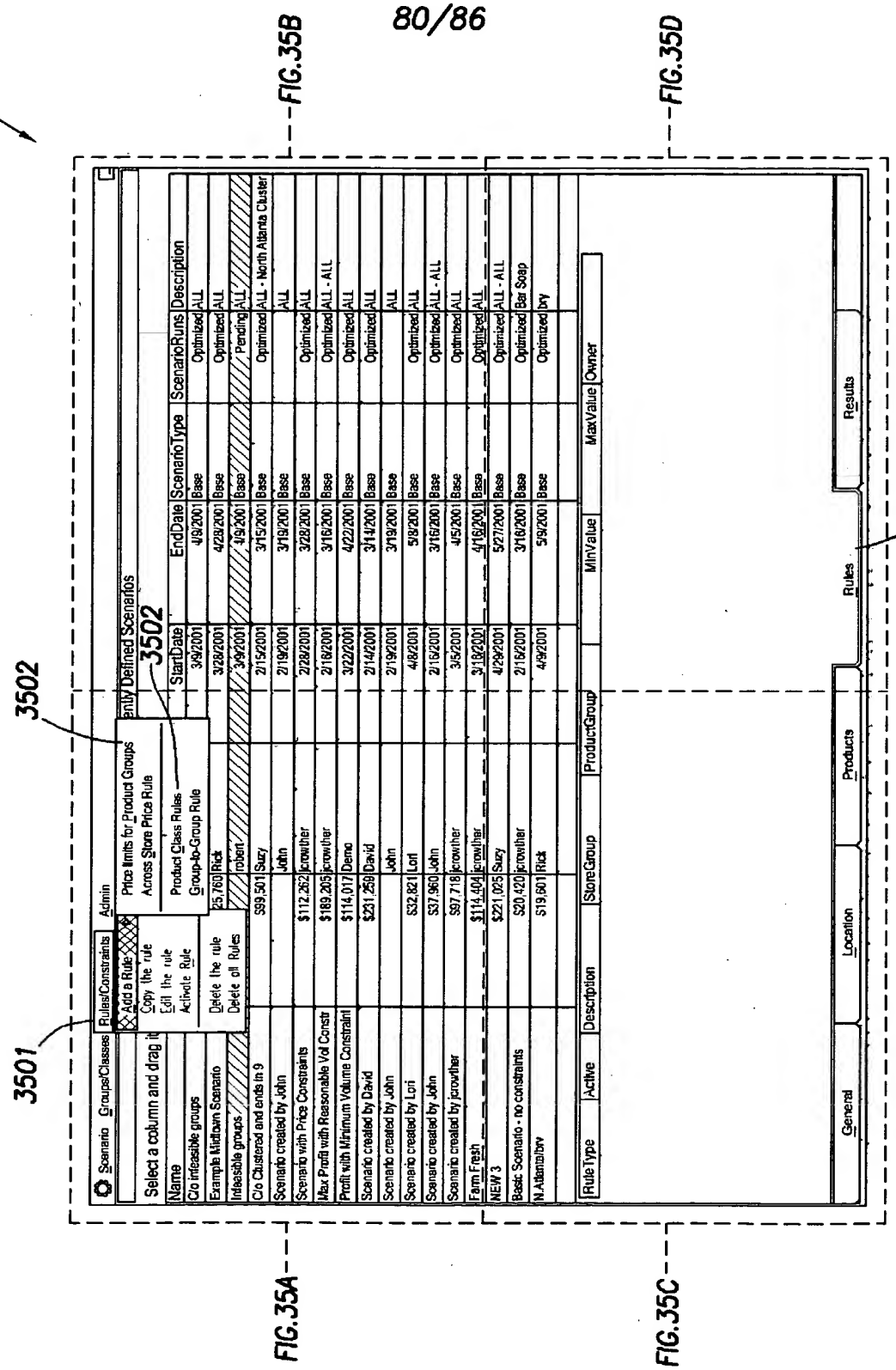

3500
FIG.35B
FIG.35D
3502
3501
3502
3503
FIG.35A
FIG.35C
Scenario
Groups/Classes
Rules/Constraints
Admin
Add a Rule
Copy the rule
Edit the rule
Activate Rule
Delete the rule
Delete all Rules
Price limits for Product Groups
Across Store Price Rule
Product Class Rules
Group-to-Group Rule
Select a column and drag it
Name
C/o infeasible groups
Example Midtown Scenario
Infeasible groups
C/o Clustered and ends in 9
Scenario created by John
Scenario with Price Constraints
Max Profit with Reasonable Vol Constr
Profit with Minimum Volume Constraint
Scenario created by David
Scenario created by John
Scenario created by Lori
Scenario created by John
Scenario created by jcrowther
Farm Fresh
NEW 3
Basic Scenario - no constraints
N Atlanta/brv
Entity Defined Scenarios
3502
StartDate
EndDate
ScenarioType
ScenarioRuns
Description
Rule Type
Active
Description
StoreGroup
ProductGroup
MinValue
MaxValue
Owner
General
Location
Products
Rules
Results

FIG.35

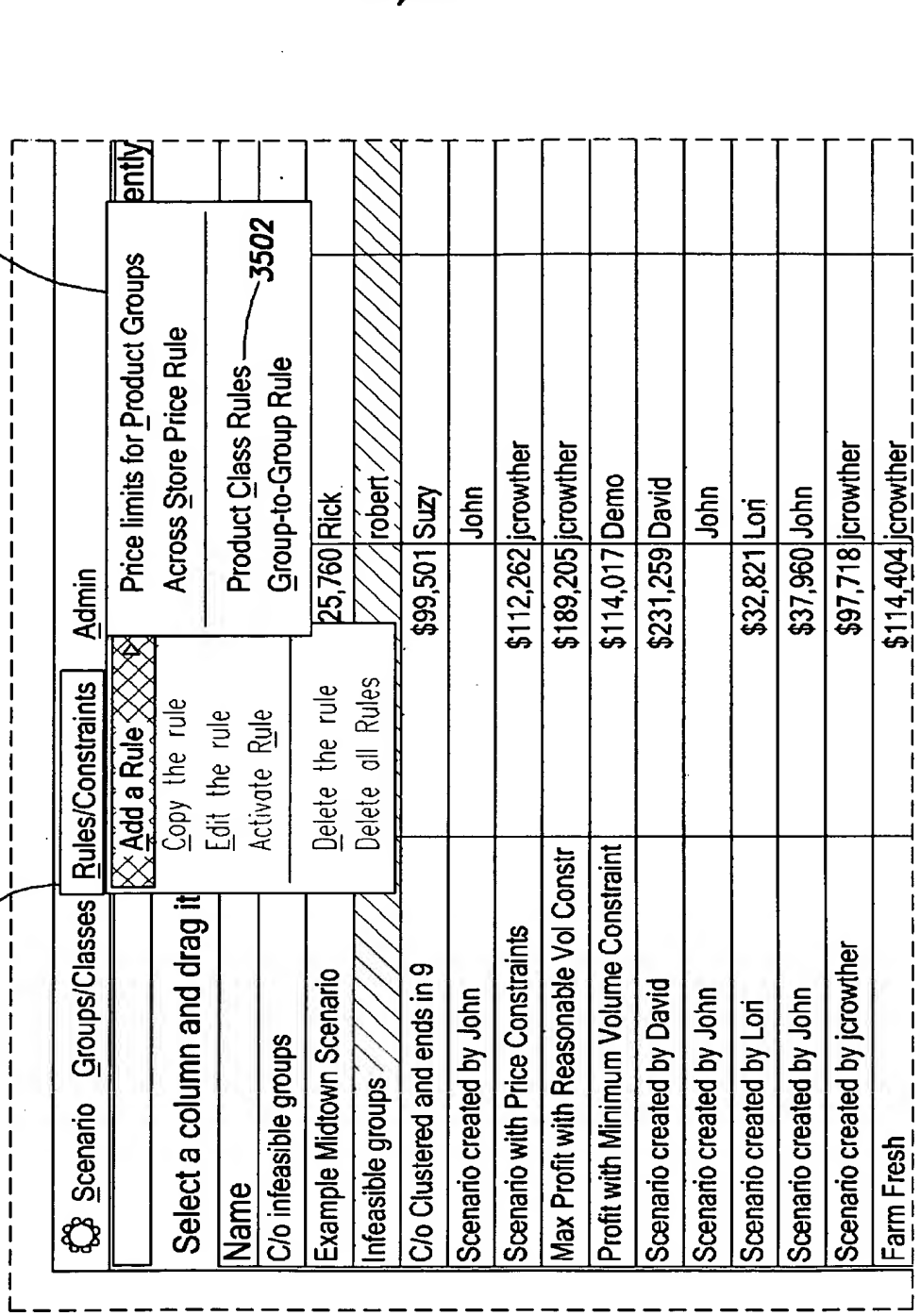

3500
3502
3501
Scenario
Groups/Classes
Rules/Constraints
Admin
Add a Rule
Copy the rule
Edit the rule
Activate Rule
Delete the rule
Delete all Rules
Price limits for Product Groups Across Store Price Rule
Product Class Rules Group-to-Group Rule
3502
Select a column and drag it
Name
C/o infeasible groups
Example Midtown Scenario
Infeasible groups
C/o Clustered and ends in 9
Scenario created by John
Scenario with Price Constraints
Max Profit with Reasonable Vol Constr
Profit with Minimum Volume Constraint
Scenario created by David
Scenario created by John
Scenario created by Lori
Scenario created by John
Scenario created by jcrowther
Farm Fresh
25,760
Rick
robert
Suzy
John
jcrowther
jcrowther
Demo
David
John
Lori
John
jcrowther
jcrowther
$99,501
$112,262
$189,205
$114,017
$231,259
$32,821
$37,960
$97,718
$114,404

FIG.35A

3500

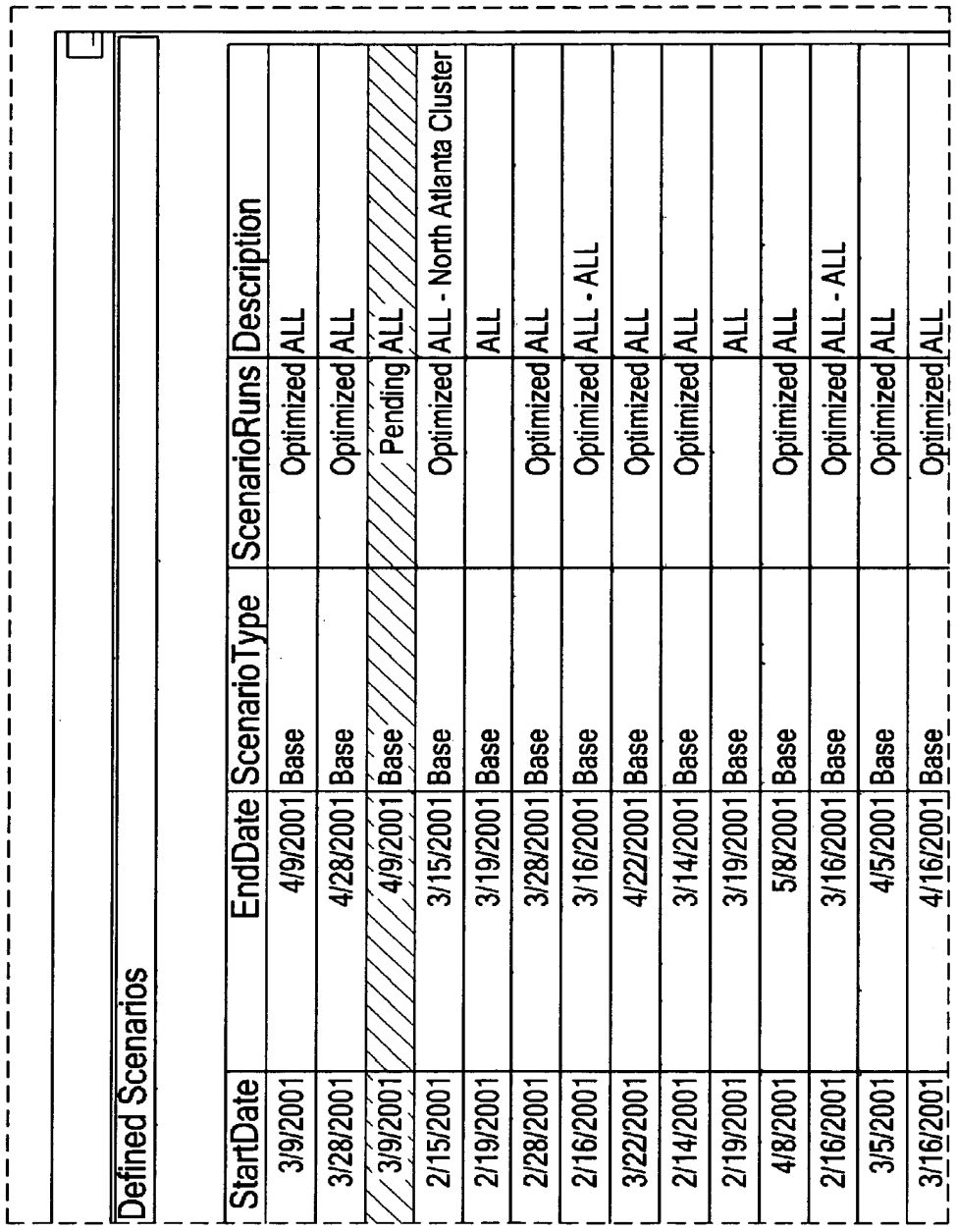

Defined Scenarios
StartDate
EndDate
ScenarioType
ScenarioRuns
Description
3/9/2001 4/9/2001 Base Optimized ALL
3/28/2001 4/28/2001 Base Optimized ALL
3/9/2001 4/9/2001 Base Pending ALL
2/15/2001 3/15/2001 Base Optimized ALL - North Atlanta Cluster
2/19/2001 3/19/2001 Base ALL
2/28/2001 3/28/2001 Base Optimized ALL
2/16/2001 3/16/2001 Base Optimized ALL - ALL
3/22/2001 4/22/2001 Base Optimized ALL
2/14/2001 3/14/2001 Base Optimized ALL
2/19/2001 3/19/2001 Base ALL
4/8/2001 5/8/2001 Base Optimized ALL
2/16/2001 3/16/2001 Base Optimized ALL - ALL
3/5/2001 4/5/2001 Base Optimized ALL
3/16/2001 4/16/2001 Base Optimized ALL

FIG.35B

3500

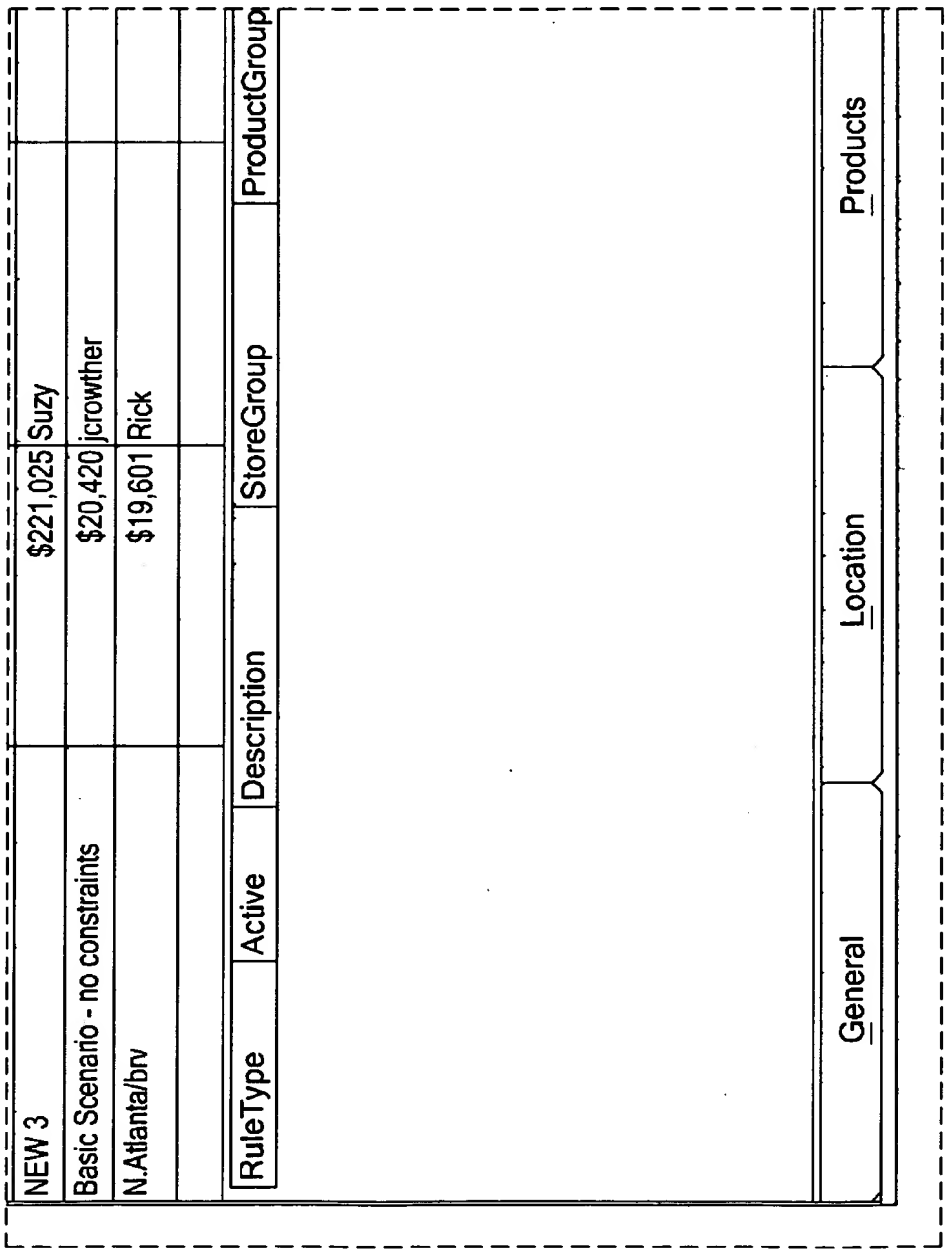

Products
Location
General
ProductGroup
StoreGroup
Description
Active
RuleType
NEW 3
Basic Scenario - no constraints
N.Atlanta/brv
$221,025
$20,420
$19,601
Suzy
jcrowther
Rick

FIG.35C

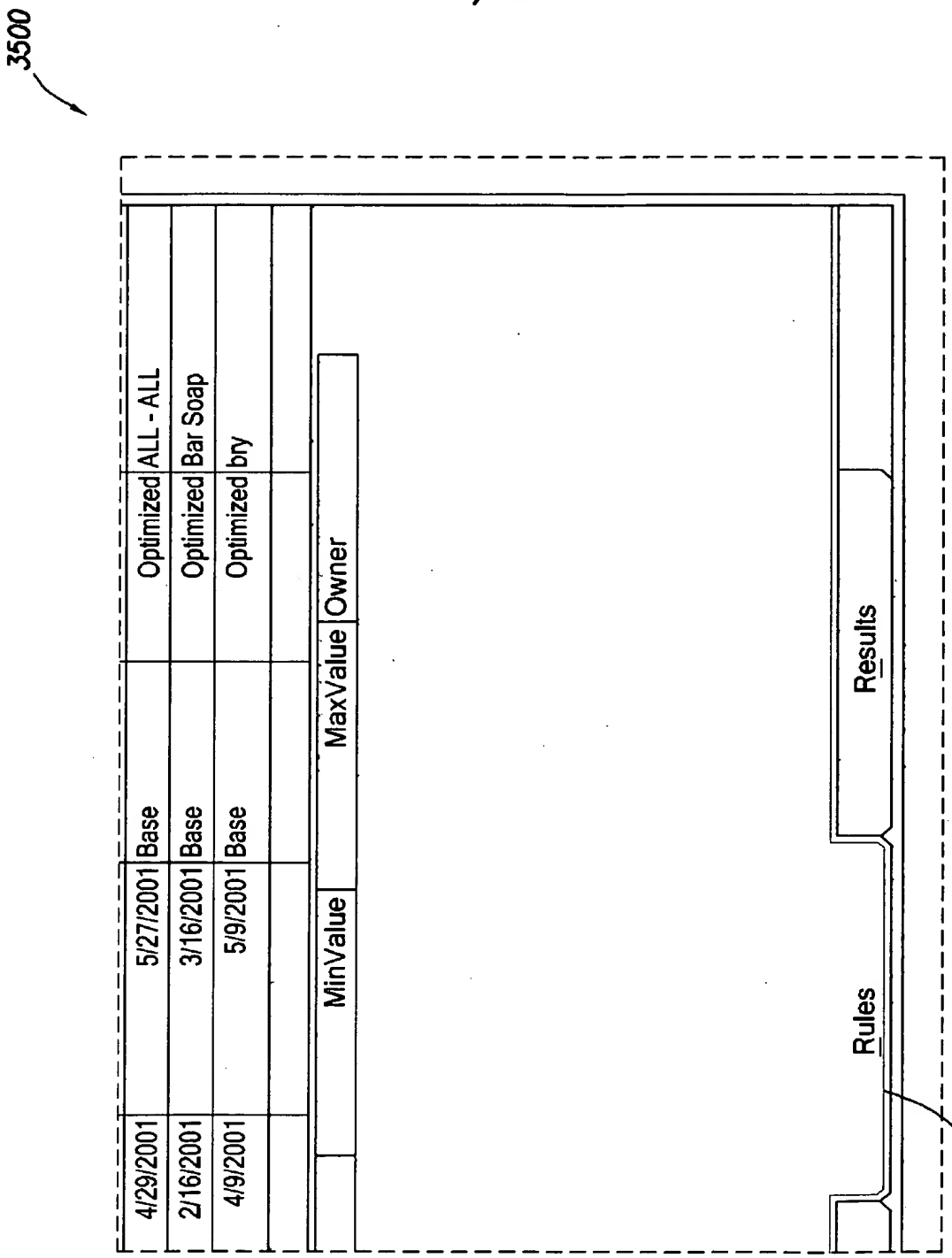

3500
4/29/2001
2/16/2001
4/9/2001
5/27/2001
3/16/2001
5/9/2001
Base
Base
Base
MinValue
MaxValue
Owner
Optimized
ALL - ALL
Optimized
Bar Soap
Optimized
bry
Rules
Results
3503

FIG.35D

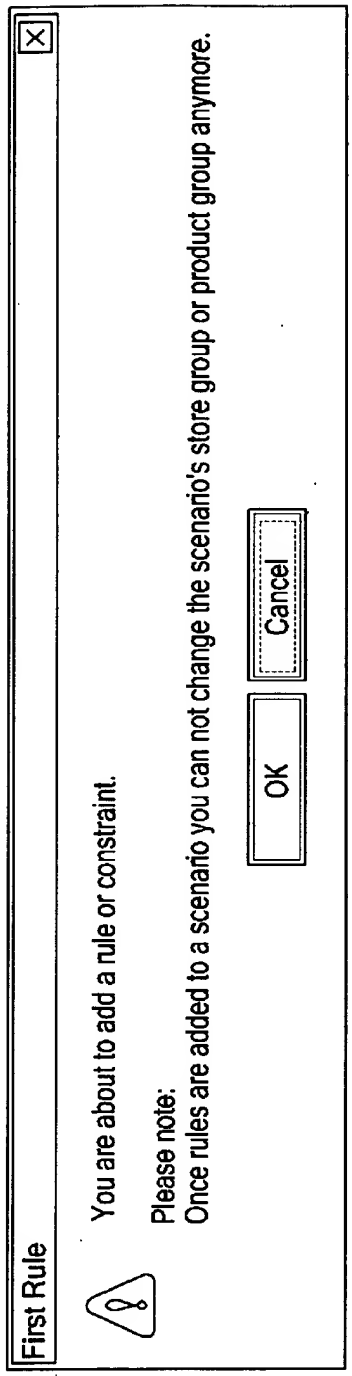

3600
First Rule
You are about to add a rule or constraint.
Please note:
Once rules are added to a scenario you can not change the scenario's store group or product group anymore.
OK
Cancel

FIG.36

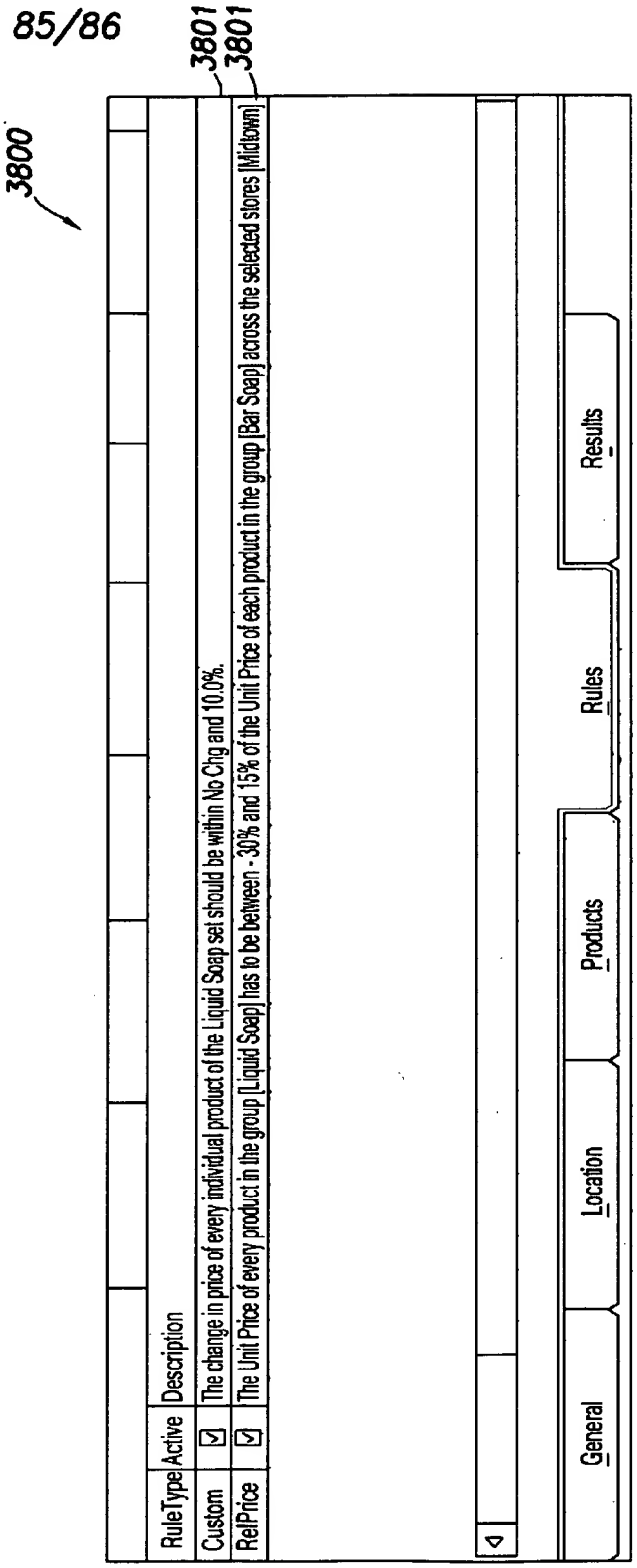

3800
3801
3801
RuleType
Active
Description
Custom
The change in price of every individual product of the Liquid Soap set should be within No Chg and 10.0%.
RelPrice
The Unit Price of every product in the group [Liquid Soap] has to be between - 30% and 15% of the Unit Price of each product in the group [Bar Soap] across the selected stores [Midtown]
General
Location
Products
Rules
Results

FIG.38

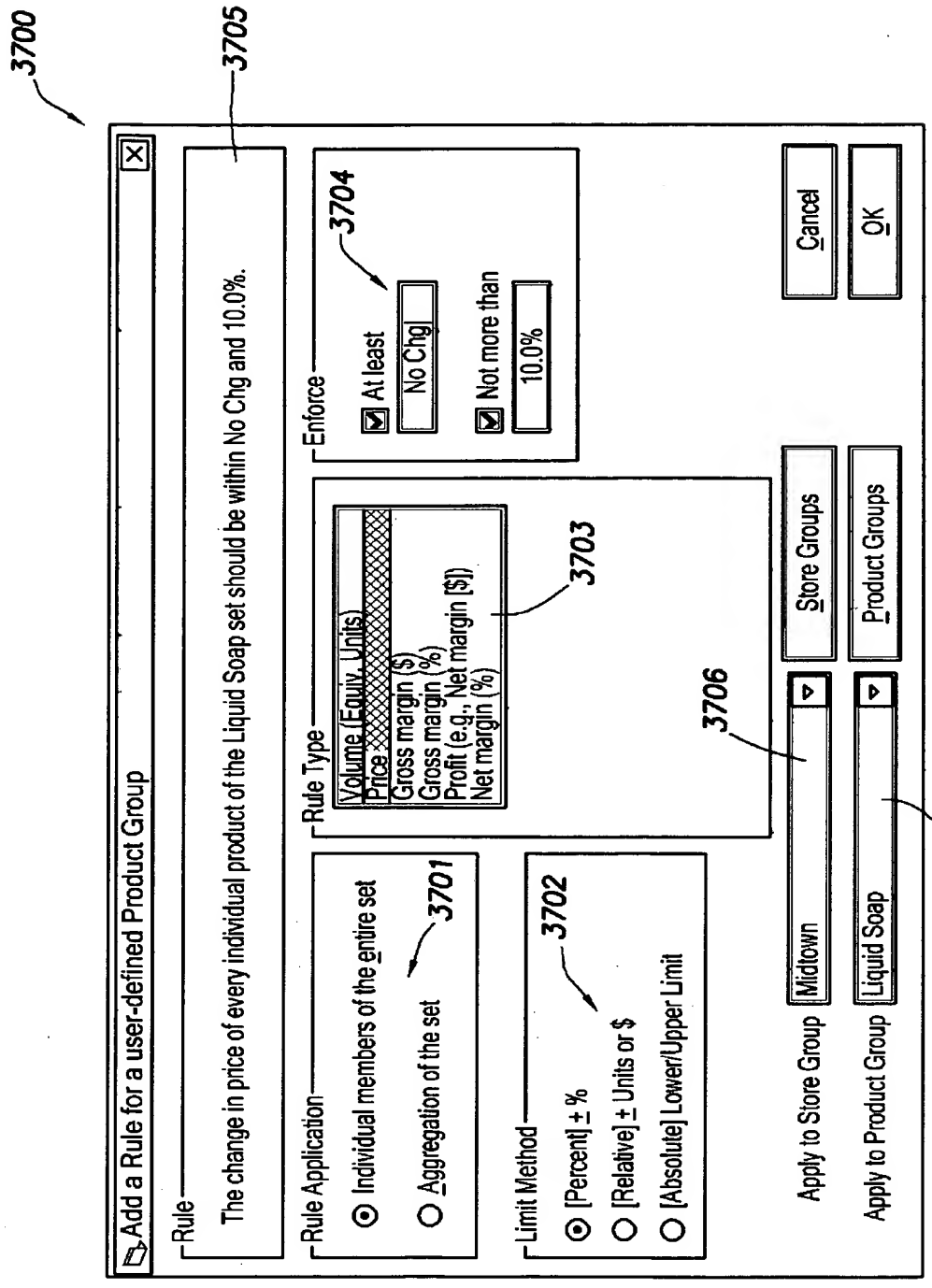

3700
3705
Add a Rule for a user-defined Product Group
Rule
The change in price of every individual product of the Liquid Soap set should be within No Chg and 10.0%.
Enforce
3704
At least
No Chg
Not more than
10.0%
Rule Type
Volume (Equiv. Units)
Price
Gross margin ($)
Gross margin (%)
Profit (e.g., Net margin [$])
Net margin (%)
3703
3706
Store Groups
Product Groups
Cancel
OK
Rule Application
Individual members of the entire set
Aggregation of the set
3701
Limit Method
3702
[Percent] ± %
[Relative] ± Units or $
[Absolute] Lower/Upper Limit
Apply to Store Group
Midtown
Apply to Product Group
Liquid Soap
3707

FIG.37